

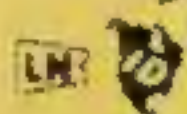
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TALES CALCULATED TO DRIVE YOU



No. 23

May



10c

MAD

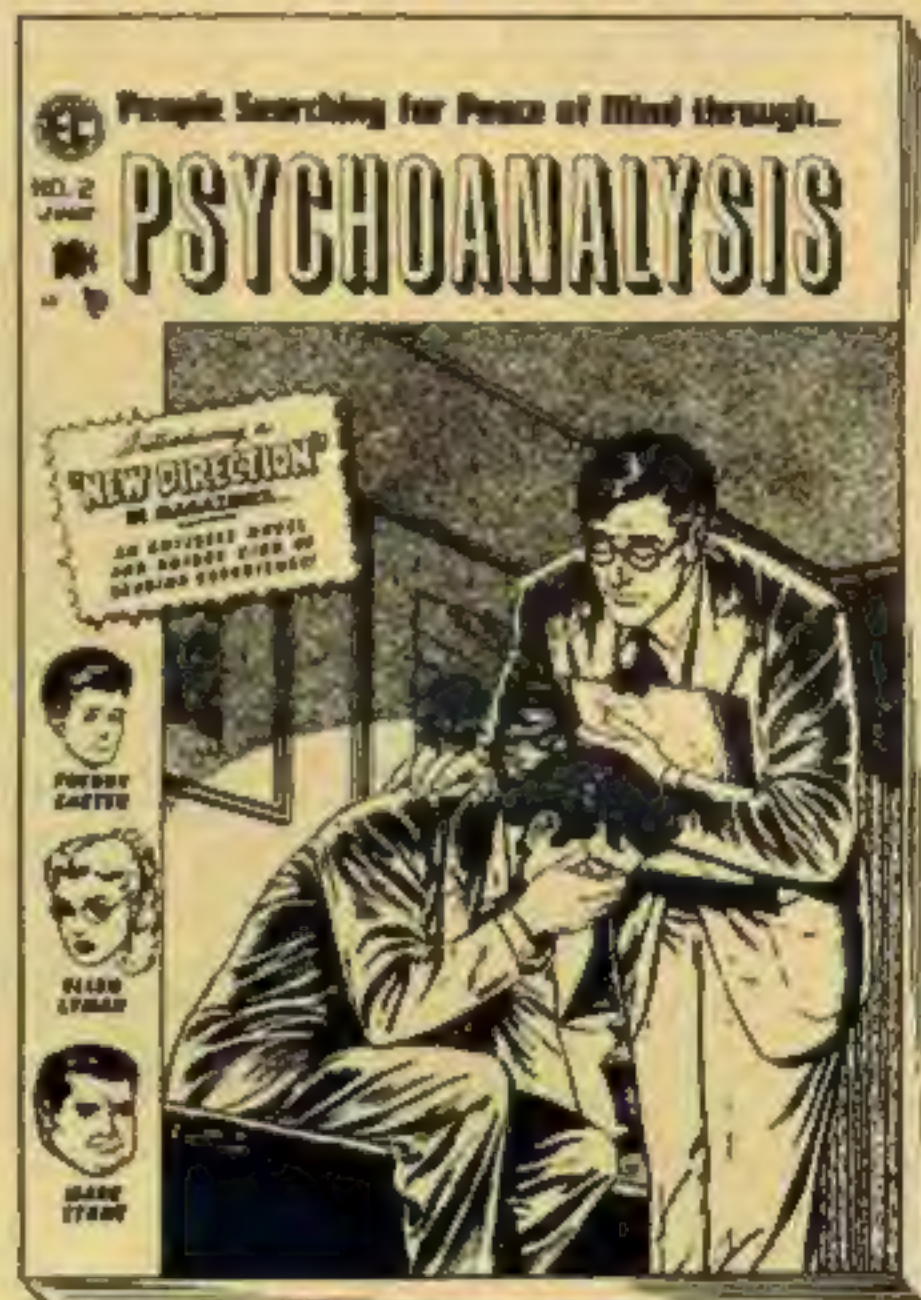
THINK



# E.C.'S "NEW DIRECTION"

## ONE-TWO-PUNCH MAGS!

### A LEFT TO THE BODY... AND A RIGHT TO THE HEAD!



STORIES OF PEOPLE SEEKING HEALTH AND HAPPINESS THROUGH THE GRIM BUT STIRRING WORLD OF REAL MEDICINE!

STORIES OF PEOPLE SEARCHING FOR PEACE OF MIND THROUGH THE MODERN SCIENCE OF PSYCHOANALYSIS!

## LOOK FOR THEM ON YOUR NEWSSTAND!

IF YOU'D LIKE TO SUBSCRIBE TO EITHER OR BOTH OF THE ABOVE MAGAZINES...OR TO ANY OTHER OF E.C.'S "NEW DIRECTION" MAGAZINES... FILL OUT THE COUPON BELOW, ENCLOSE \$1.00 FOR EACH SUBSCRIPTION, AND MAIL TO...

ENTERTAINING COMICS  
ROOM 706  
225 LAFAYETTE STREET  
N.Y.C. 12, N.Y.

PLEASE SEND ME EIGHT ISSUES OF THE "NEW DIRECTION" MAGAZINE(S) I HAVE CHECKED. I ENCLOSE ONE DOLLAR (\$1.00) FOR EACH SUBSCRIPTION.

☐ M.D. ☐ PSYCHOANALYSIS

☐ IMPACT ☐ ACES HIGH

☐ VALOR ☐ PANIC

☐ EXTRA ☐ PIRACY ☐ WEIRD SCIENCE-FANTASY

NAME \_\_\_\_\_

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**very very  
very very  
very very  
important  
announcement  
in the back  
of the book!**



CONSIDER, IF YOU WILL, THE IDEA OF TAKING A REGULAR NATURAL-BORN MAN AND...



...BY SOME MAGIC, SOME-HOW MAKING HIM ACT AND DRESS LIKE A MOUSE!



...A MOUSE WITH PANTS, THAT IS (IN THE INTERESTS OF DECENCY)! CONSIDER THAT!



CONSIDER HOW HE'D HAVE TO SKITTER AROUND THE HOUSE INSIDE THE WALLS AND LIKE THAT..



...AND CONSIDER A MAN WHO IS ACTING LIKE A DUCK WITH QUACKING INSTEAD OF TALKING!



...OR HOW'S ABOUT A MAN ACTING LIKE A RABBIT, SNIFFLING 'ROUND THE CABBAGE PATCH!



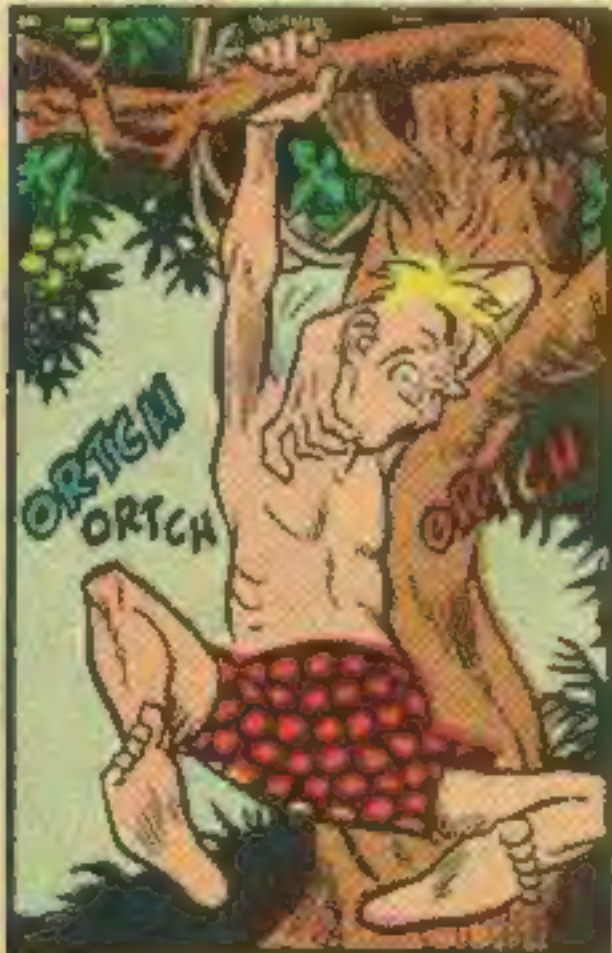
...OR HOW'S ABOUT A MAN ACTING LIKE A HOUND-DOG SCRATCHING FLEAS WITH HIS FOOT!



...OR HOW'S ABOUT A MAN ACTING LIKE A KANGAROO... WITH MAYBE A POUCH!



...I MEAN IF YOU CONSIDER IT, IT COULD GET PRETTY DOPEY... LIKE A MAN ACTING LIKE AN APE!



...OR SUPPOSEN A MAN ACTED LIKE A SKUNK... COMPLETE WITH ARMAMENT!



...THEN WHAT ABOUT IF HE ACTED LIKE AN ALLIGATOR SWIMMING AROUND A SWAMP..



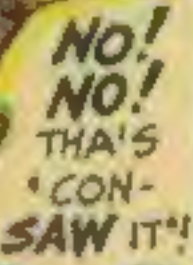
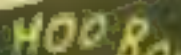
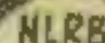
...OR MAYBE A'POSSUM WITH THE CHILDREN HANGING ON LIKE BABY 'POSSUMS...



...WHICH BRINGS US TO OUR STORY...



**GOPO GOSSUM!**





# PUNS! PUNS! PUNS!

THAT'S ALL I HEAR ROUN' THIS SWAMP IS **PUNS!** HOW IN THE EVER-LOYIN' WORLD YOU EXPECT TO HIT THE BIG-TIME JUST SETTIN' ROUND MAKING **PUNS!**

I TELL YOU WHY I WENT TO **CONSORT** (WHICH ACTUALLY MEANS A CERTAIN TYPE OF SWORD) WITH OUR BIG-CITY COUSINS!

I BEEN THINKING... HOW COME OUR COUSINS IS LIVIN' IN 'SPENSIVE PENT-HOUSES WHILE **WE** LIVIN' IN A FLEA-BITTEN SWAMP?... HOW COME THEY GOT AUTO-MOBILES WHILE **WE** GOT TO GET AROUND IN A RICKETY OL' FLAT-BOAT WIF A PUNKY NAME ON THE SIDE?

WHY JUST LOOK AT THIS MESSY OL' PLACE! LOOK AT THESE BORDERS! ...AIN'T EVEN DRAW'D WITH A RULER!

BY DAG... LET'S FACE IT! **WE AIN' BIG TIME!**



LEASTWAYS, WE AIN' BIG-TIME LIKE OUR BIG-CITY COUSINS! SO I UP AN' ASKED 'EM HOW WE KIN GIT POPULAR TOO, AN' THEY TOL' ME "**WE GOT LEARN POLITICS AN' JOIN PARTIES!**"

**POLITICS AN' PARTIES?** WHY MAN! WE BEEN FOOLIN' ROUN' WITH POLITICS AN' POLITICAL PARTIES FOR THE **LONGEST** TIME! ANIMALS COMIN' THROUGH THE SWAMP **ALL** THE TIME FOOLIN' ROUN' WITH POLITICS!

AN' YOU KNOW THE POLITICAL IMPLICATIONS **THEY** HAD! **PLATITUDES! PLATITUDES!** WE BEEN PLAYIN' 'ROUND THE PEA-PATCH... WHEN IT'S HIGH-TIME WE GONE **INSIDE!** WE GOT TO FOOL WITH **REAL** POLITICS LIKE THE **DIXON-YATES CONTRAC'** OR THE **TAFT-HARTLEY LAW!**



...OH, GOPO! PLEASE DON' GO MESSIN' ROUN' WITH POLITICS! DON' GO LOOKIN' FOR TROUBLE!

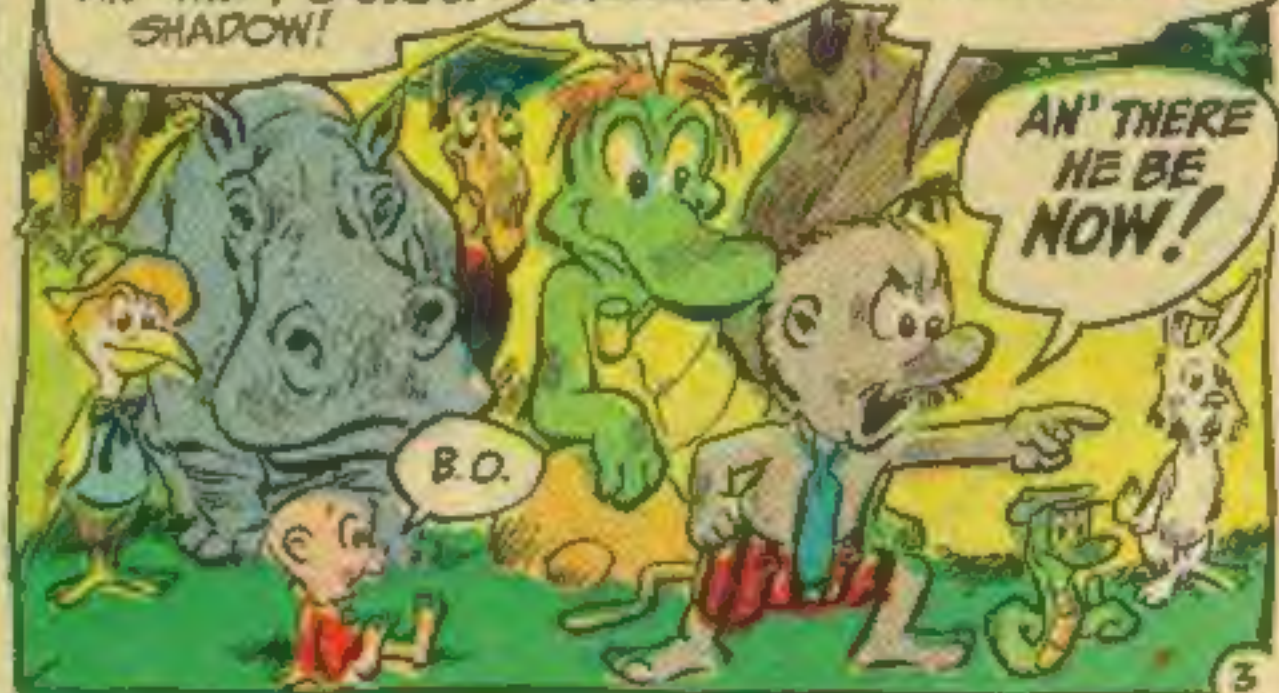
DON' HAVE TO GO LOOKIN'! **IT RIGHT HERE IN THE SWAMP!**

I BEEN KEEPIN' MY EYEBALLS PEELED! WE GOT THE **REAL 100% McCOY POLITICS** RIGHT HERE?... TAKE FOR EZZAMPLE THAT OL' WILDCAT HANGIN' OUT 'ROUND HERE...

...I SUPPOSEN'T YOU DON' KNOW WHO **HE** IS!... I SUPPOSEN'T YOU DON' REKKONIZE THEM HEAVY EYEBROWS... THE DARK EYELASHES AN' THE 7 O'CLOCK SHADOW!

YOU TALKIN' ABOUT OL' **SIMPLE J. BALONEY?** ...THAT **SIMPLE J. BALONEY** IS JES' A LOT O' **MALARKEY!** ...HE AIN'T NO **BALONEY!** ...HE REAL NAME IS **McCARTHY!**

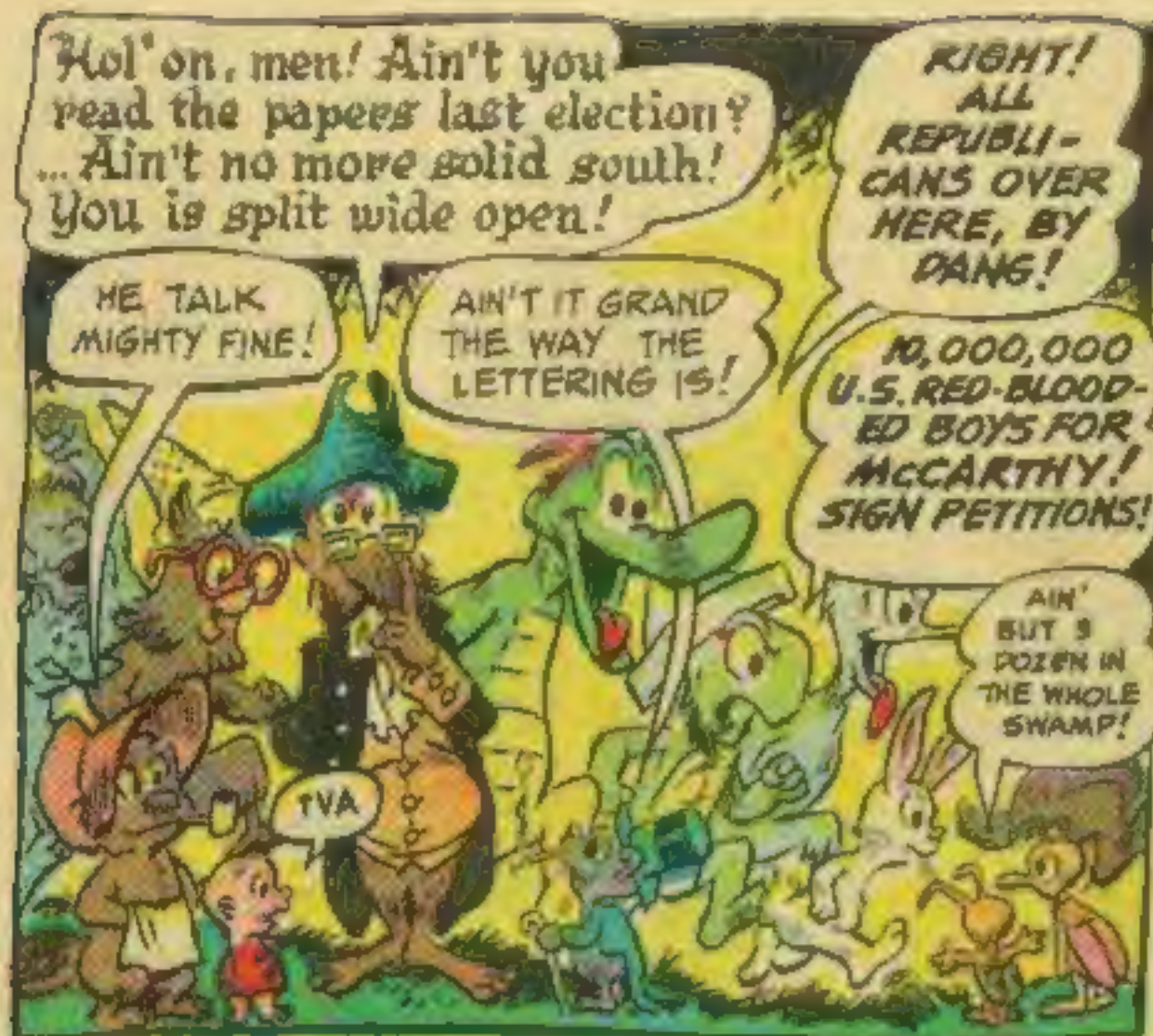
AN' THERE HE BE **NOW!**

















# MAD MUMBLINGS

Dear Editors:

The plans illustrated in MAD #19 for a veeblefretzer are very interesting. But one thing puzzles me. Does the veeblefretzer described really letz veebles?—Willie Stein—(no address given)

... Your furshlugginer magazine is the best for do-it-yourself articles. The one on the veeblefretzer was top-drawer material. As I was looking through an old Erector Set the other day, I found an old left-handed veeblefretzer. The only trouble was that the throttle arm was caked with Mahtosh. Do you think that I could clean it with some good-old Grocket Farsmellnik?—Jules Fisher—Norristown, Pa.

... My mom's fine.—Ed—(no address given)

... If you take the chronological corresponding numerical value of Potrzebie with A equal to 1, B to 2, C to 3, etc., Potrzebie adds up to 116. And if you subtract 9, which is the number of letters in Potrzebie, you get 107. This is how many times I've kicked myself for reading your furshlugginer magazine.—MAD Mathematics Major of Farshimmelt Tech.

... Referring to the #19 issue, the Puzzle Pages, best send your proofreader back to Buster Brown comics because in "What's Wrong With This Picture #19," it is the 125th and 127th that is two-headed.—Vermine P. Sneaker—Vladivostock, Siberia—P. S. Got my latest issue ripped to shreds in its "strong manila envelope".

... What ever happened to the "strong manila envelopes" MAD used to come in. They now come in weak manila envelopes.—Vic Schwartz—New York, N.Y.

... My upper plate nearly fell out when I glommed that in issue #19, you had Einstein's equation written as  $m = \frac{m_0}{\sqrt{1 - (v^2/c^2)}}$ . First of all, it is not Einstein's equation, rather it is a consequence of the Lorentz Transformation. However, Einstein used this value for  $m$  in the equation  $E = m c^2$ , which leads me to my second point. The correct equation should read  $m = \frac{m_0}{[1 - (v^2/c^2)]^{1/2}}$  and not the way you printed it. Thirdly, this equation makes absolutely no reference to increase or decrease of size.—Jack Richlin—Purdue U., Ind.

... In matters not conducive to modern expotential hieroglyphics, one would necessarily, if he be in a circumspective frame of transcendental rationality, find it irrevocable that one, through pertinacity, ought to have the accendancy to imbibe knowledge in order to attain the sapience abrogated by such a status. If this is punctilious, such an entity would be abrogated and therefore could not exist. But due to man's lack of perception in these impending phenomena, we can perceive that the direct resultant is a fortuitous happening, stemming directly from the determinant. The ineptitude of the Homo-Sapien to contest such a pussiant force, as is the matter of such a hyperphysical power that is directly correlated to clairvoyance and metaphysics, can be expressed in the formula:  $E^2 + \frac{(M^2)}{(1 - \sqrt{-C+M})^3} = \text{ONE MEATBALL}$ .—Charles Schramm—Long Island City, N. Y.

... From looking at your cover on issue #19, I gather that you didn't know that a race-horse is only allowed 14 letters for his name.—Richard Burns—Kingston, N. Y.

... Never let yourself come to the point that you feel your "new-trend" comics have had no effects on the American scene. Several of my fellow students here at the University of Kentucky have been requested by their English instructors to write themes on two subjects: Horror mags in general and MAD in particular. Don't give up the ghost.—Bill Tully—Lexington, Ky.

In your attempt to satirize the Super Market, I think you have done the industry an injustice. I do not find the experience of your character, Mr. Sturdley, in SUPERMARKET, (MAD #19) really funny, because it does not reflect the truth. Let me give you a few facts. The Super Market started to serve the American public at the beginning of the depression when pennies meant so much to the average family. The Super Market opened up in old barns, in abandoned factories and garages, and gave our hard-pressed American people an opportunity to save in those days anywhere from 20% to 30% on their food. In the intervening years, the Super Market continued to grow. The old barns in which they originally opened up with shabby fixtures and barn-like atmosphere, soon disappeared. Super Market operators gave Mrs. Consumer beautiful markets, shopping conveniences, a tremendous assortment of foods at the lowest possible price. They catered to her every possible whim and wish and looked out for her welfare by making the market a wonderful place for her to buy, while actually saving on her food dollars. Mrs. Consumer liked these markets so much that she kept coming in more frequently and in greater number. Today there are something like 341,000 retail food stores in America. There are only about 18,000 Super Markets in the United States. Representing about 5% of all the retail food stores, these Super Markets now serve America with over 50% of its foods. And in serving America with its foods, the Super Market is saving the consuming public at least 10% on her food dollar purchases. Not alone that, but the Super Markets maintain competition to the lowest price level. Each year, Mrs. Consumer saves approximately 2 billion or more dollars on her food bill which she uses to buy other necessities. So you can see the Super Market is rendering a very definite and distinct service to the American public. The imagination used in your comic strip conveys the impression to your readers that the Super Market should be the last place that one should patronize. And you end up by having your hero go back to Mr. Furd's grocery store where the customer can "squeeze the rolls to see if they're fresh." What you are asking is that they go back, virtually, to the gaslight era. I do not mean that the corner grocer has no place in food retailing; but if he has not emulated the Super Market in introducing the new efficiencies and economies that have developed, he is not rendering a service to the public. We believe you have been unfair to a great industry which has served the public well, and it would be only just to present the Super Market to your readers in the proper light.—M. M. Zimmerman, publisher Super Market Merchandising—New York, N. Y.

## Advertisement

Write us more. We're lonely. No more subscriptions though. For explanation, turn to last page for vital message. Our address, as ever, is:

MAD Editors  
Dept. 23, Room 706  
225 Lafayette Street  
New York 12, N. Y.



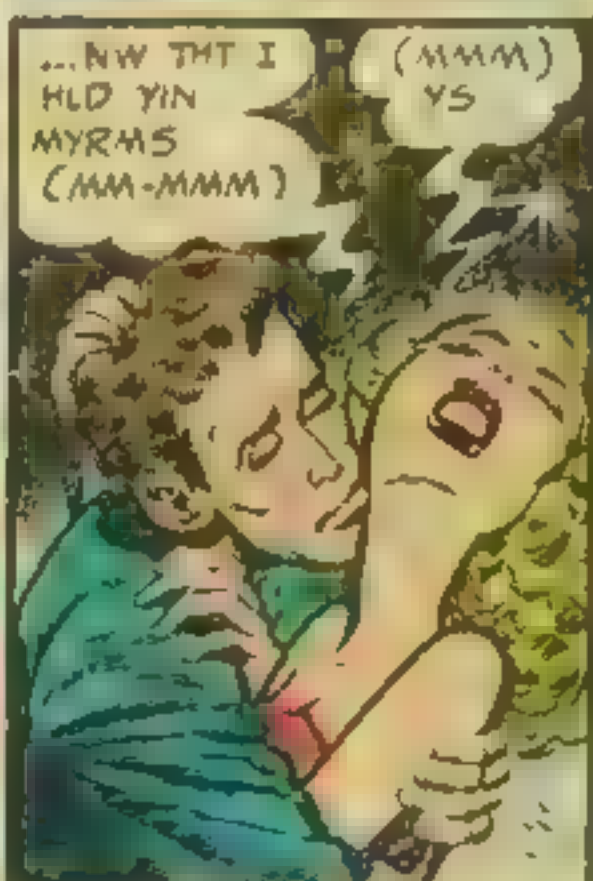
CLICHE DEPT.: SAY... YOU KNOW HOW IN MOVIES, T.V., ETC., YOU GET TO SEEING THE SAME IDEA THE SAME SCENE OVER AND OVER AGAIN?.. AND YOU KNOW HOW YOU WISH THEY DID SOMETHING DIFFERENT FOR A CHANGE? THAT'S THIS FEATURE! FIRST WE'RE GOING TO SHOW SCENES WE ALWAYS SEE! THEN WE SHOW THEM AGAIN WITH LITTLE NAUSEATING CHANGES SO THEY'RE...

# SCENES WE'D... LIKE TO SEE!

FOR INSTANCE, TAKE PEOPLE KISSING!... DID YOU EVER SEE PEOPLE WHO WERE KISSING?.. I MEAN REAL NECKING KISSING? AFTER REAL NECKING KISSING, IT LOOKS LIKE YOU JUST BEEN HIT IN THE MOUTH WITH A ROTTEN TOMATO! BUT DO THEY SHOW IT THAT WAY IN MOVIES? NEVER! WHAT THEY DO IS THEY HAVE THIS GORGEOUS BLONDE, PERFECT IN EVERY DETAIL, AND... WELL, ON THIS HALF OF THE PAGE IS WHAT HAPPENS IN THE KISSING SCENE...

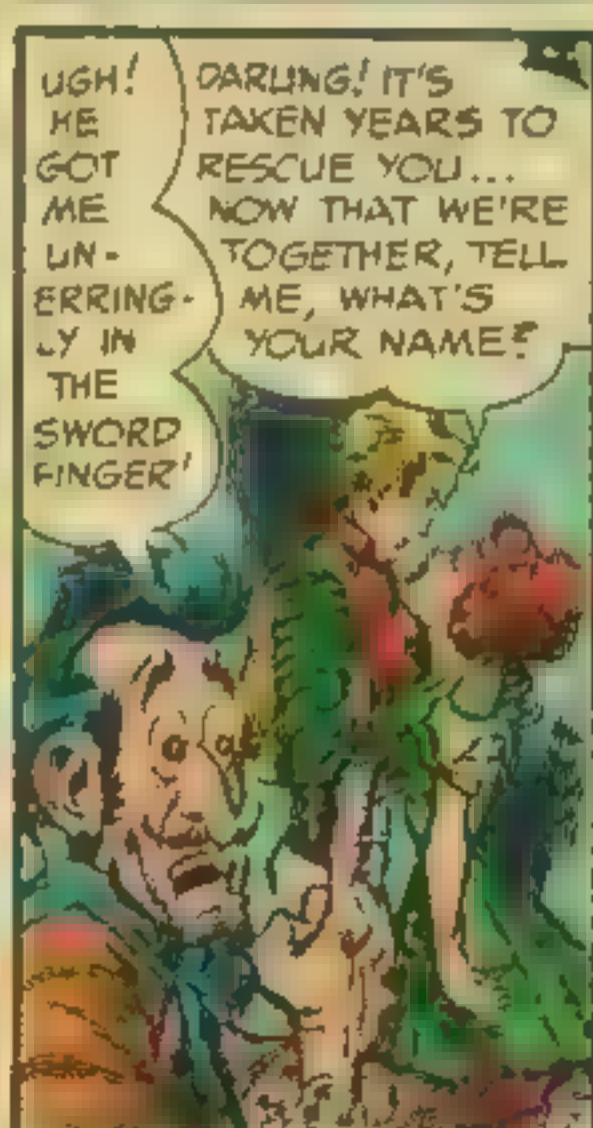


...AND HERE'S THE KISSING-SCENE THE WAY WE'D LIKE TO SEE IT!



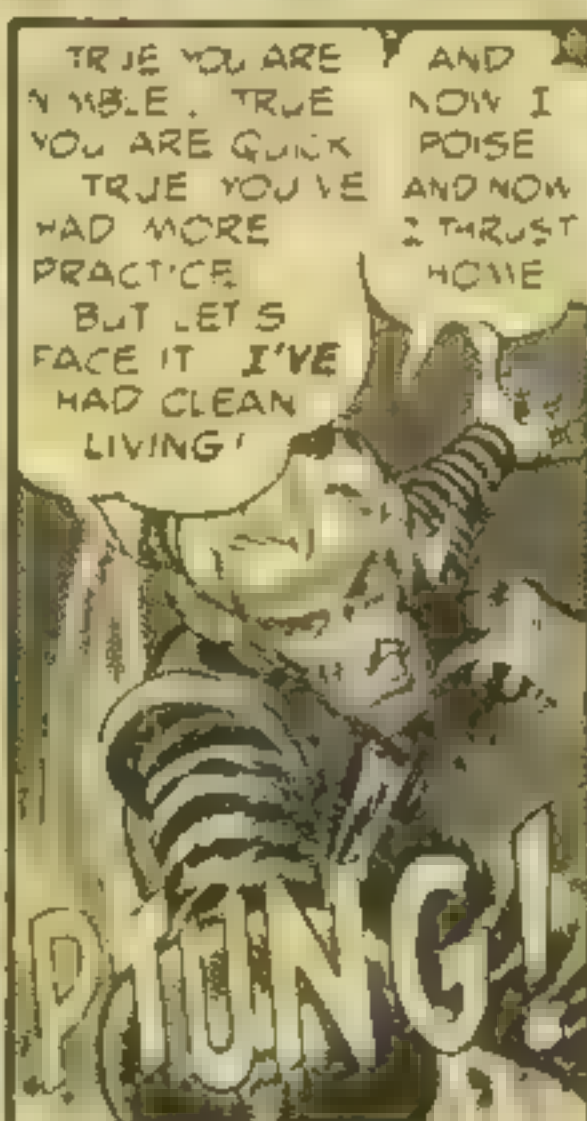


...THEN HOW'S ABOUT THE FENCING-SCENE!... HERE'S THIS DIRTY-RAT COUNT... OR DUKE...OR WICKED-UNCLE MAYBE, IN THE OLD-EN DAYS, WHO WINS THROUGH THE WHOLE PICTURE! BUT IN THE END THE HERO ESCAPES FROM THE DUNGEON AND FREES THE PEASANTS WHO STORM THE CASTLE AND OVERPOWER THE BAD SOLDIERS! MEANWHILE THE HERO CLIMBS THROUGH THE WINDOW TO RESCUE THE GIRL, A GORGEOUS BLONDE, WHERE HE COMES FACE TO FACE WITH THE BAD GUY IN A ROOM WITH PLENTY OF STEPS AND STUFF TO DUEL AROUND ON! SO HERE GOES THE FENCING-SCENE...





...AND HERE'S  
THE FENCING-  
SCENE THE  
WAY WE'D  
LIKE TO  
SEE IT!



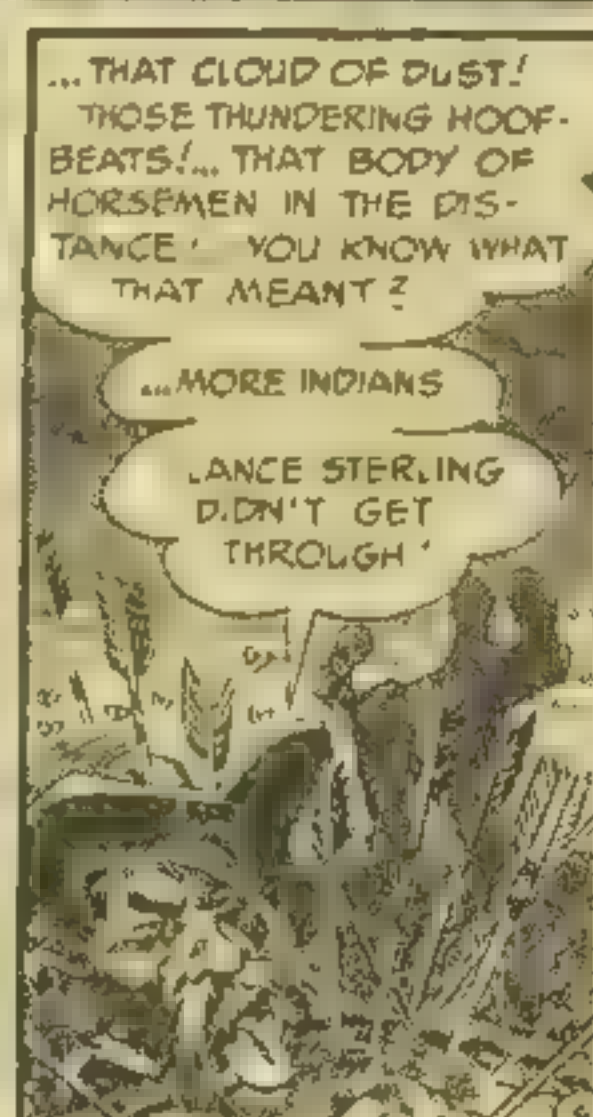
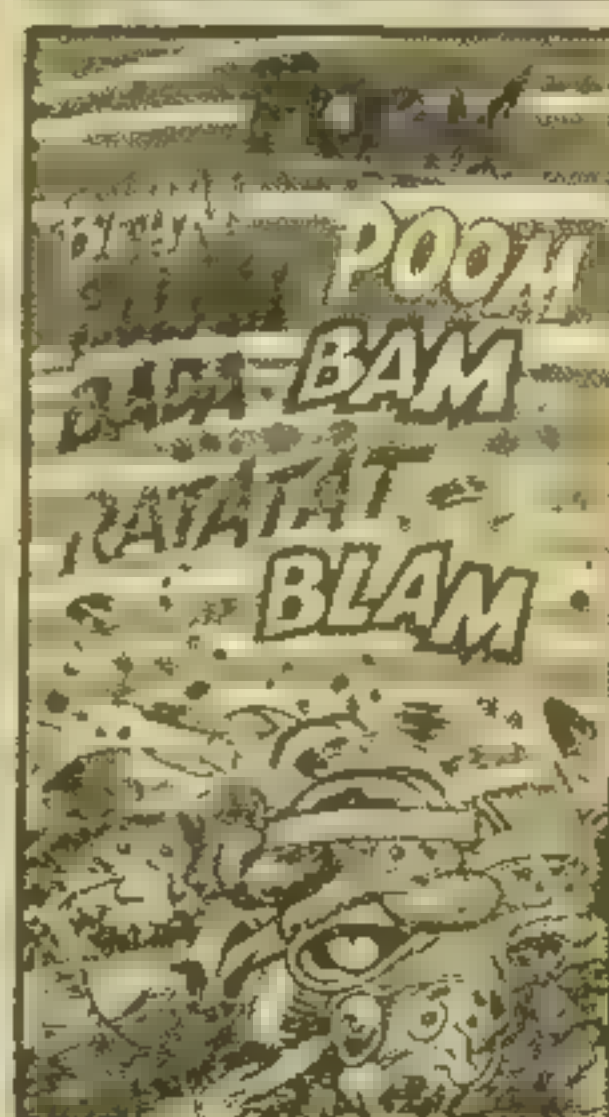
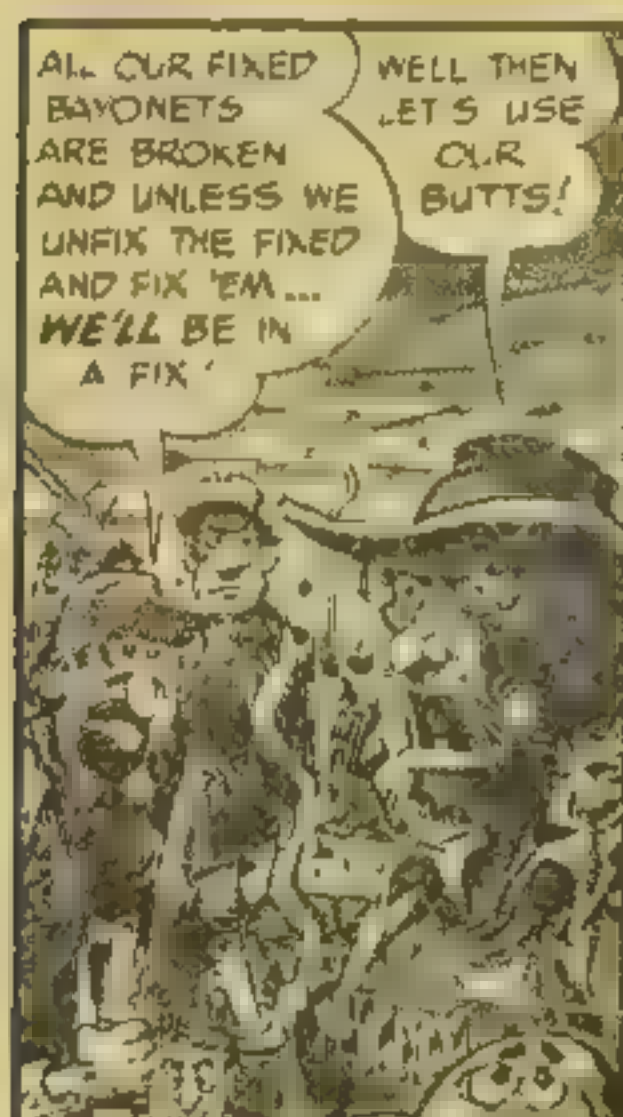


...THEN HOW'S ABOUT THE  
**SCENE!**  
 HERE'S THIS FORT, SEE?  
 ...SURROUNDED BY INDIANS,  
 SEE? HORRIBLE, NAUSEATING  
 INDIANS! INSIDE ARE THE  
 COURAGEOUS SETTLERS AND  
 A GORGEOUS BLONDE  
 COLONEL'S DAUGHTER...SEE?  
 TIME AND TIME AGAIN,  
 MESSENGERS HAVE TRIED  
 TO GET THROUGH TO THE  
 ARMY GARRISON FOR HELP  
 AND HAVE FAILED! FINALLY,  
 THE HERO, LANCE STERLING  
 TAKES A CRACK AT IT!  
 WILL HE DO IT? WILL HE  
 GET THROUGH? WILL HE  
 REACH THE ARMY?... ARE  
 YOU KIDDING? OF COURSE HE  
 WILL! ANYHOW... HERE'S THE  
 WAY THE SURROUNDED-  
 FORT SCENE GOES...





**...NOW HERE'S  
THE SURROUNDED-FORT  
SCENE THE  
WAY WE'D  
LIKE TO  
SEE IT!**





...NEXT, HOW'S ABOUT THE  
**ESCAPE-FROM-THE-NAZIS**  
SCENE!... YOU KNOW! THIS OSS  
AGENT PARACHUTES INTO  
FRANCE!... CONTACTS FRENCH  
UNDERGROUND AGENT, A  
GORGEOUS BRUNETTE!  
...THEY GOT THIS HERE OLD  
NUCLEAR PHYSICIST THEY'VE  
GOT TO SMUGGLE OUT  
SO'S THE NAZIS WON'T  
LEARN THE SECRET OF THE  
ATOM BOMB AND WIN WAR  
BEFORE WE DO! FOLLOW?  
SO THIS SCENE IS CLIMAX  
WHERE BRITISH PLANE IS  
LANDING IN SECRET COW-  
PASTURE AND OSS MAN,  
NUCLEAR PHYSICIST, AND  
GORGEOUS BRUNETTE  
SQUOOSH TO MEET IT... THE  
**ESCAPE-FROM-THE-NAZIS**  
SCENE!

LANCE STERLING! ARE  
YOU SURE THE PLANE  
WILL MEET US?

IT HAS ALL  
BEEN  
CAREFULLY  
TIMED..

UH-OH! I PERCEIVE A  
GUARD STROLLING IN OUR  
DIRECTION!... OR TO PUT  
IT SIMPLY... **CHICKEE!**

GUESS  
I'LL HAVE TO  
USE A SPECIAL  
COMMANDO  
TACTIC!

RUN  
FOR  
THE  
COW  
PAS-  
TURE!

.. THERE'S A  
SHARP  
LIGHT BLOW  
ON A  
SPECIAL  
PART OF  
THE HEAD  
KILLS THE  
VICTIM  
INSTANTLY!

.. SO  
FAR, SO  
GOOD!  
THE  
TIMING IS  
PERFECT.  
TIMING  
IS THE  
MOST  
IMPORT-  
ANT!

UH-OH! **CHICKEE** AGAIN!  
THIS TIME **TWO** GUARDS  
NEAR WHERE PLANE'S GOTTA  
LAND! HERE GOES ANOTHER  
COMMANDO TACTIC!

KEEP  
RUN-  
NING!

.. THERE!  
GENTLE  
TUGS IN  
A SPECIAL  
WAY SNAP  
THE  
SPINES!

WE'VE  
GOT TO  
TIME  
THIS  
TIMING  
PERFECT!

UH-OH! STANDING RIGHT  
WHERE THE PLANE HAS TO  
LAND... THREE NAZI GUARDS!  
THROUGH THE WHOLE PICTURE  
WE DON'T SEE A SINGLE  
NAZI GUARD! NOW JUST  
BECAUSE THE PICTURE'S  
ENDING, THEY'RE ALL OVER!

HERE  
GOES  
MORE  
TACTICS!

THERE  
COMES  
THE  
PLANE!

... SHORT  
POKES  
IN THE  
RIBS IN  
A SPECIAL  
WAY THE  
GUARDS  
DIE FROM  
LAUGHING!

REMEM-  
BER...  
TIMING!  
TIMING!  
TIMING!

UH-OH! THERE IN THE SHADOWS!  
I THINK I SEE MORE GUARDS.  
QUICK, PROFESSOR... GET  
ON THE PLANE WHILE I DO  
A COMMANDO TACTIC!

A BEAR  
HUG!

FRESH!

OOPS! SURE IS DARK!  
QUICK, PROFESSOR!  
THERE'S JUST THE RIGHT  
TIMING FOR YOU TO GET  
INTO THE PLANE AND FOR  
US TO HOLD OFF THE  
NAZIS!

AU REVOIR!  
DON'T CALL  
ME! I'LL  
CALL YOU!

**BLAM**  
**BANG**  
**BA DOW**  
**BING**  
**BOOM**  
**AK AK**

THERE HE GOES!... IT'S  
TAKEN MONTHS TO GET THE  
PROFESSOR OUT BUT HE'S  
SAFE NOW AND OUR SIDE  
WILL WIN THE WAR! AND NOW  
THAT I THINK BACK TO THE  
MANY MONTHS YOU WERE  
BY THE SIDE OF ME AND  
THE PROFESSOR, I CAN  
ONLY ASK YOU ONE THING,  
DARLING... WHAT'S HIS  
NAME?



**...HERE NOW  
THE ESCAPE-  
FROM-THE  
NAZIS  
SCENE THE  
WAY WE'D  
LIKE TO  
SEE IT!**

LANCE STERLING! ARE  
YOU SURE THE PLANE  
WILL MEET US?

IT HAS ALL  
BEEN  
CAREFULLY  
TIMED...

UH-OH! I PERCEIVE A  
GUARD STROLLING IN OUR  
DIRECTION! OR TO PUT  
IT SIMPLY.. **CHICKEE!**

GUESS  
I'LL HAVE TO  
USE A SPECIAL  
COMMANDO  
TACTIC!

RUN  
FOR  
THE  
COW  
PAS-  
TURE!

THERE'S A  
SHARP  
LIGHT BLOW  
ON A  
SPECIAL  
PART OF  
THE HEAD  
KILLS THE  
VICTIM  
INSTANTLY!

...SO  
FAR SO  
GOOD!  
THE  
TIMING IS  
PERFECT!  
TIMING  
IS THE  
MOST  
IMPORT-  
ANT!

TAP!

UH-OH! **CHICKEE** AGAIN!  
THIS TIME **TWO** GUARDS  
NEAR WHERE PLANE'S GOTTA  
LAND! HERE GOES ANOTHER  
COMMANDO TACTIC!

**KEEP  
RUN-  
NING!**

...THERE!  
GENTLE  
TUGS IN  
A SPECIAL  
WAY SNAP  
THE  
SPINES!

WE'VE  
GOT TO  
TIME  
THIS  
TIMING  
PERFECT

UH-OH! STANDING RIGHT  
WHERE THE PLANE HAS TO  
LAND THREE NAZI GUARDS!  
THROUGH THE WHOLE PICTURE  
WE DON'T SEE A SINGLE  
NAZI GUARD! NOW JUST  
BECAUSE THE PICTURE'S  
ENDING THEY'RE ALL OVER!

HERE  
GOES  
MORE  
TACTICS

THERE  
COMES  
THE  
PLANE!

.. SHORT  
POKES  
IN THE  
REBS IN  
A SPECIAL  
WAY THE  
GUARDS  
DIE FROM  
LAUGHING!

REMEM-  
BER.  
TIMING!  
TIMING!  
TIMING!

UH-OH THERE IN THE SHADOWS  
I THINK I SEE MORE GUARDS  
QUICK PROFESSOR . GET  
ON THE PLANE WHILE I DO  
A COMMANDO TACTIC!

A BEAR  
HUG

**FRESH!**

OOPS SURE IS DARK!  
QUICK PROFESSOR!  
THERE'S JUST THE RIGHT  
TIMING FOR YOU TO GET  
ONTO THE PLANE AND FOR  
US TO HOLD OFF THE  
NAZIS

AU REVOIR!  
DON'T CALL  
ME! I'LL  
CALL YOU!

**BLAM  
BANG  
PA DOW  
BING  
BOOM  
AH AK**

SO COULD  
I HELP IT  
IF MY WATCH  
WAS SLOW?



LISTEN!... MAYBE YOU AIN'T SEEN ANY OF WHAT WE'RE TALKING ABOUT!... BUT THIS NEXT SCENE WE GUARANTEE!... HOW'S ABOUT THE SCENE ALWAYS AT THE END OF THE DETECTIVE PICTURE WHERE THE GOOD GUY SNOOPING AROUND WITH HIS GIRL A GORGEOUS RED-HEAD... IS CAUGHT BY THE BAD GUYS... SO NOW THEY'RE GETTING READY TO BUMP HIM OFF! YOU DON'T KNOW WHO THE MAIN CROOK IS... YOU DON'T KNOW THE MOTIVES... THEY'RE GETTING READY TO BUMP HIM OFF... NATURALLY... THIS IS WHAT HAPPENS... IN THE ABOUT-TO-BUMP-HIM-OFF

LANCE STERLING, YOU'VE SNOOPED A LITTLE TOO FAR NOW YOU'RE GONNA GET IT!

WAIT A MINUTE, SWATHMEY!

WHY WAIT? HE KNOWS OUR HIDEOUT! IT'S ABSOLUTELY ESSENTIAL THAT WE GET RID OF HIM!

STUPID FOOL! SCHVE NHUNT! WANNA PIN A MURDER RAP ON US? TAKE 'EM INTO THE WOODS!

...THAT WAY YOU'LL ONLY PIN MURDER RAP ON YOURSELF! THEN YOU CAN HIDE THE BODIES!

O.K., YOU TWO! MARCH OUTSIDE TO THOSE WOODS AND THERE YOU'RE REALLY GONNA GET IT!

STOP HERE BY THE ABANDONED QUARRY! NOW YOU'RE REALLY REALLY GONNA GET IT... READY SET, G.

WAIT!

BEFORE YOU KILL US TELL ME JUST ONE THING! WHY WAS JOE FURD KILLED. HOW BIG IS YOUR GANG, AND WHO IS THE BIG BOSS?

SURE... WHY NOT?

...YOU WON'T LIVE TO TELL THE POLICE ANYHOW!

YOU SEE JOE FURD KNEW TOO MUCH!... HE WAS AN INNOCENT POST-OFFICE CLERK WHO ACCIDENTALLY INSPECTED A PACKAGE CONTAINING A KEY TO A LOCKER IN GRAND CENTRAL STATION! THIS LOCKER CONTAINED A FORTUNE IN JEWELS THAT ALL OF GANGLAND WAS AFTER! A TERRIFIC GANG WAR ENSUED THEREAFTER, AND THE GEMS WOUND UP IN THE FAR EAST, STOLEN BY AN INTER-  
GANG!

FOR YOU SEE THESE GEMS WERE IN REALITY THE CROWN JEWELS OF THE SMALL BALTIK KINGDOM OF GOOMBANVIA! WE HAD TO KEEP THESE JEWELS FROM GOOMBANVIA BECAUSE THE HIGHER UPS WOULD PROFIT FROM THE FALL OF GOOMBANVIA! YOU SEE GOOMBANVIA HOLDS A VERY STRATEGIC POSITION CONTAINING THE GREATEST SUPPLY OF URANIUM IN THE WORLD

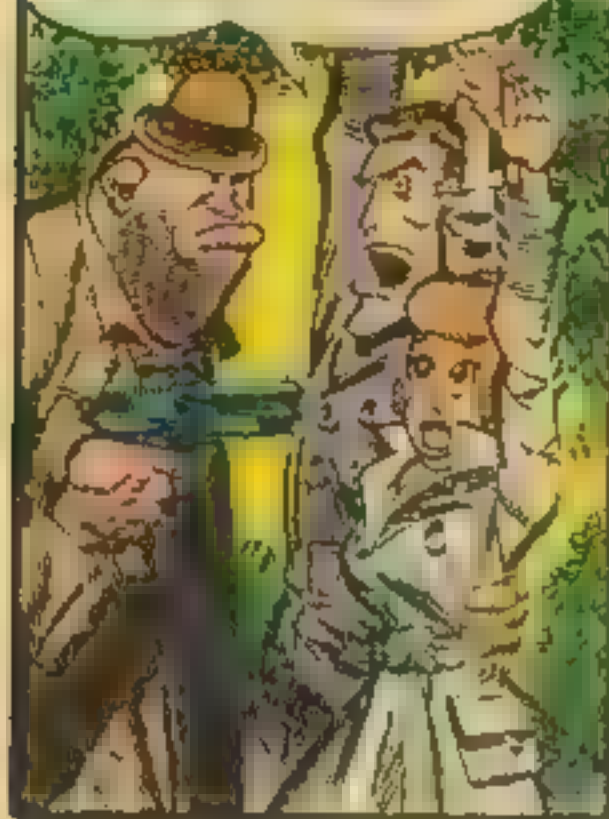
THAT'S WHY OUR BOSS IS AFTER GOOMBANVIA! FOR WITH GOOMBANVIA GONE, THE REST OF THE BALTIK NATIONS WOULD FALL IN LINE AND SOON ALL OF EUROPE AND THE REST OF THE WORLD! AND NOW I'LL TELL YOU WHO THE BIG BOSS IS! WHY NOT? EVEN THOUGH YOU'RE TAKING SHORT-HAND NOTES, YOU WON'T LIVE TO TELL THE POLICE ANYHOW! YES YOU GUESSED IT... THE BIG BOSS IS **GEORGI MALENKOV!**

O.K. NOW YOU'RE **REALLY** REALLY GONNA GET IT... HONEST INJUN CROSS MY HEART READY SET GO ONE TWO THR.

WAIT!



BEFORE YOU KILL US, LET ME MAKE ONE LAST IMPORTANT FINAL REQUEST OF YOU. ONE LAST REQUEST I WANT TO MAKE... THAT REQUEST WHICH IS... **DON'T!**



ALL KIDDING... SURE! ASIDE... WHY NOT? COULD I HAVE A CHICLET? ... YOU WON'T LIVE TO TELL THE POLICE ANYHOW!



THANKS! I NOTICED YOU CHEWING THE TUTTI-FRUTTI! MY FAVORITE!



OH WAIT WAIT! JUST LET ME GIVE A FEW MORE CHEWS INTO THIS NUT-LIKE MINT FLAVOR!



HEY! YOU SPIT THAT WAD OF GUM INTO MY GUN-HAMMER MECHANISM SO'S IT WON'T FIRE!



YOU CATCH ON FAST, BUSTER!

NOW TO TAKE CARE OF THE GANG, BUSTER!



NO YOU DON'T, BUSTER!



REACH FOR THE SKY, BUSTER!

LANCE! LANCE! WE GOT YOUR MESSAGE YOU CLEVERLY TAPPED OUT IN MORSE CODE BY INSERTING A HAIRPIN INTO THE ELECTRIC OUTLET OF THE HIDEOUT! ...ARE YOU ALL RIGHT?



SURE, BUSTER ... I MEAN, CHIEF!

WELL, DARLING, THE FBI HAS ROUNDED UP THE WHOLE GANG AND THE U.N. IS SAVED! IT'S BEEN A TRYING DAY AND NOW THAT IT'S ALL OVER, DEAREST, THERE IS ONE THING I WANT TO ASK YOU AND THAT IS, DEAREST ... WHAT'S MY NAME?



...OF COURSE  
HERE'S THE  
ABOUT-TO  
BUMP-HIM-  
OFF SCENE  
THE WAY  
WE'D LIKE  
TO SEE IT!

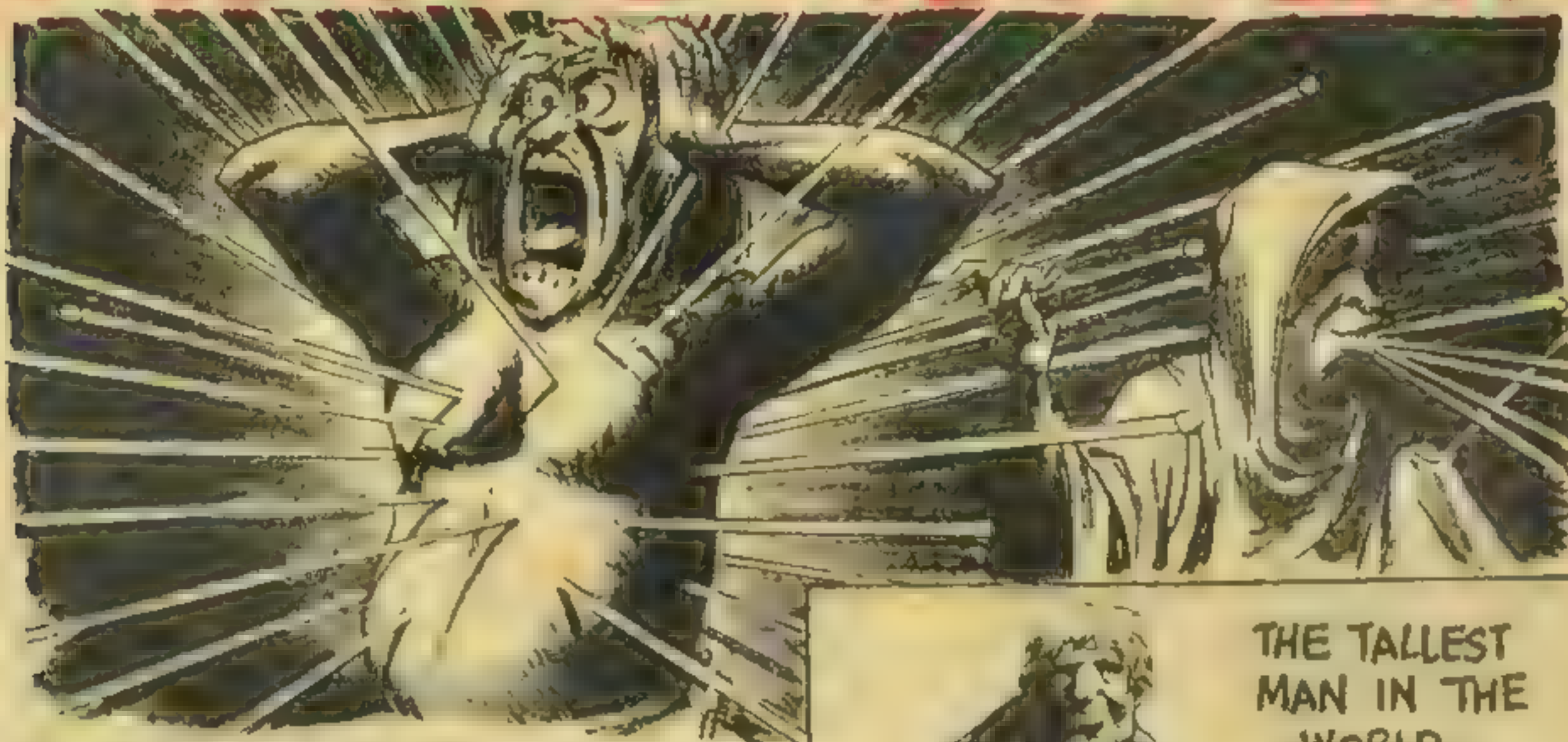
LANCE STERLING, YOU'VE SNOOPED A LITTLE TOO FAR! NOW YOU'RE GONNA GET IT!





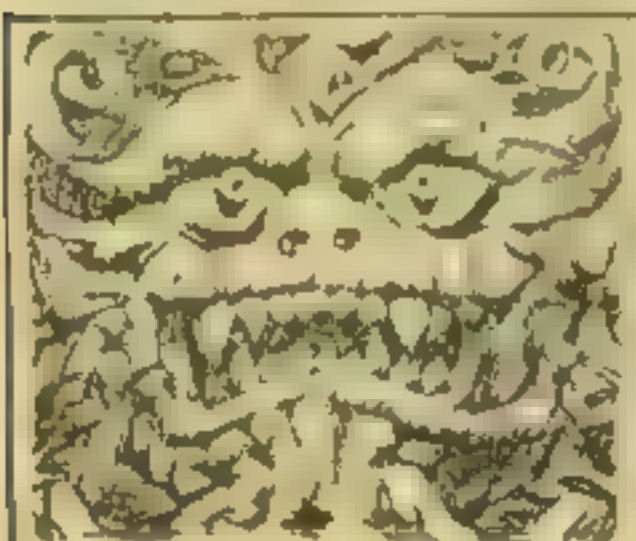
NEWSPAPER CARTOON DEPT.: THEN HERE'S THAT FEATURE YOU ALL KNOW AND LOVE .. BUT IF YOU THINK IT'S INTERESTING NOW .. YOU SHOULD'VE SEEN IT IN THE OLD DAYS! YOU OLD-TIMERS KNOW WHAT WE MEAN!... REMEMBER WHEN THEY FIRST STARTED PRINTING IT? MEMBER, YOU OLD-TIMERS? IT WAS REAL QUEER .. REAL WEIRD REAL EUCHHHHH!... YOU KNOW... LIKE PEOPLE WHO READ MAD!.. MEMBER, YOU BUSTED-DOWN OLD-TIMERS YOU? .. OF COURSE, WE'RE TALKING ABOUT **RIPUP'S**—

# Believe It or Don't!



## THE HUMAN PINCUSHION

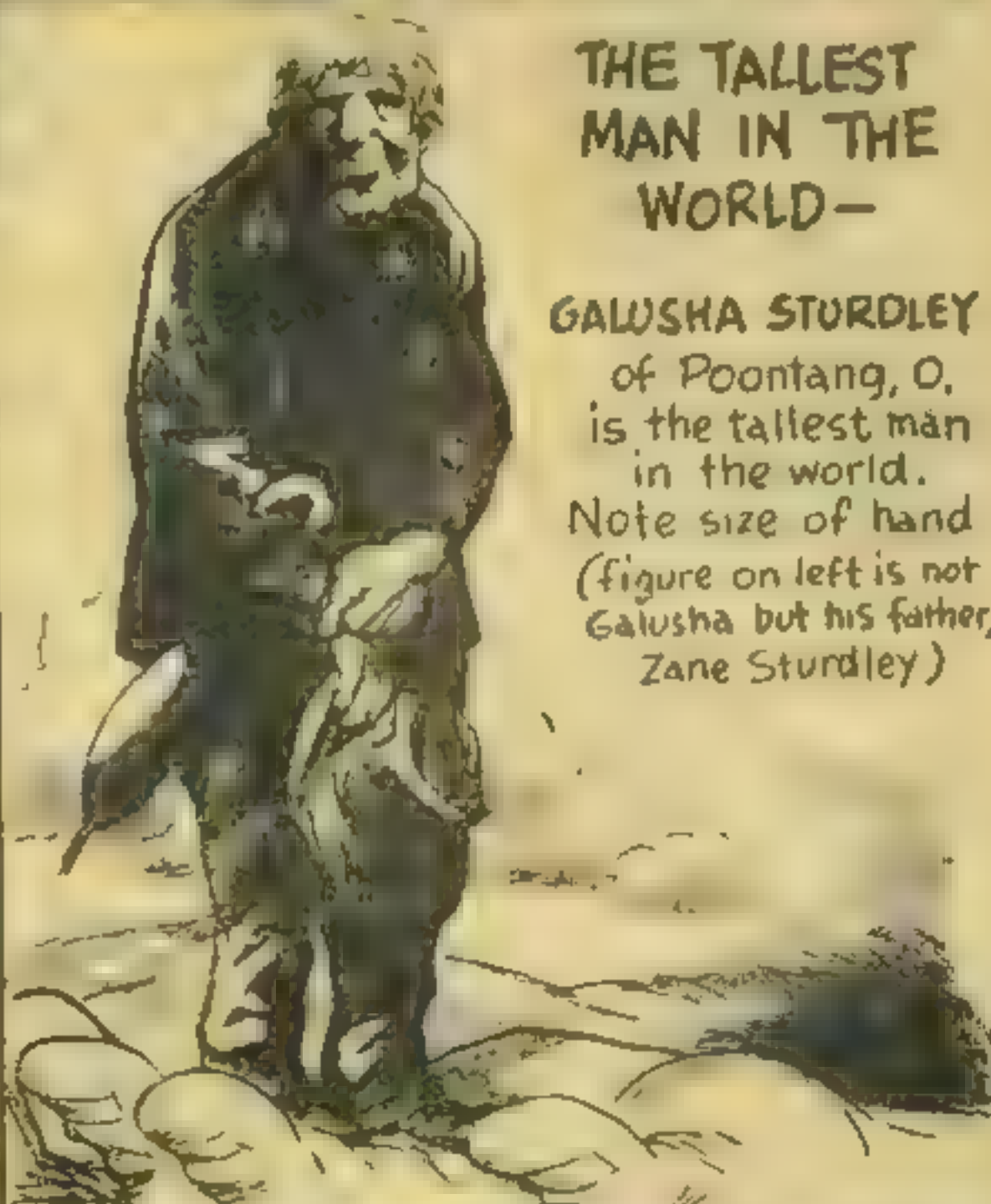
GUNG GOHOME, Hindu Ascetic, WALKED IN THE HOT SUN with 50 sharp spear-like pins embedded in his flesh — to make penance — to punish self — but mainly to help wife who was sewing new veil and needed pin-cushion!



### SYMBOL OF DEATH!

SACRED SOUTH AMERICAN INDIAN SYMBOL, WHEN GAZED UPON, CAUSES DEATH WITHIN THE YEAR! Too bad if you looked.

MELVIN FURD of Banff, Vt., IS a MARTIAN!



## THE TALLEST MAN IN THE WORLD—

GALUSHA STURDLEY of Poontang, O., is the tallest man in the world. Note size of hand (figure on left is not Galusha but his father, Zane Sturdley)

GALUSHA IS HAND FATHER ZANE IS STANDING UPON!

*Rurrrrrrip*



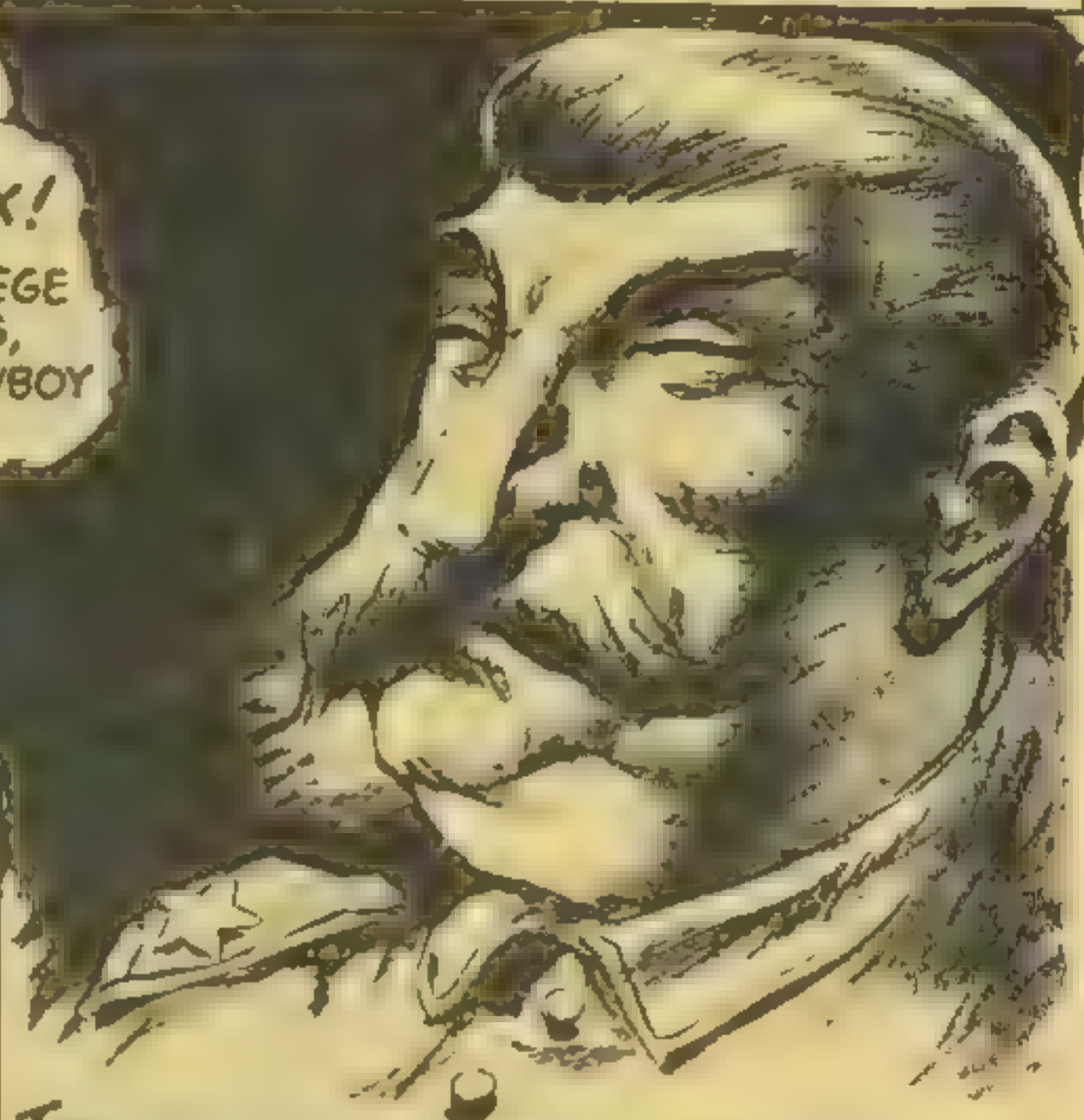
... 'MEMBER? HAH?... 'MEMBER THE WAY HE'D SHOW A GUY WHO COULD STICK HIS ELBOW IN HIS EAR?... OR THE GUY WHO HANGS BY HIS EYEBALLS?... OR THE GUY WHO COULD STICK HIS ELBOW IN HIS EYEBALLS WHILE HANGING BY HIS EAR? BUT MAINLY HE'D DIS UP THESE UNBELIEVABLE FACTS YOU'D NEVER BELIEVE IN A MILLION YEARS... FULLY AUTHENTICATED, FULLY DOCUMENTED, AND APPROVED BY PARENTS MAGAZINE... LIKE FOR INSTANCE...

# RIPUP'S — Believe It or Don't!

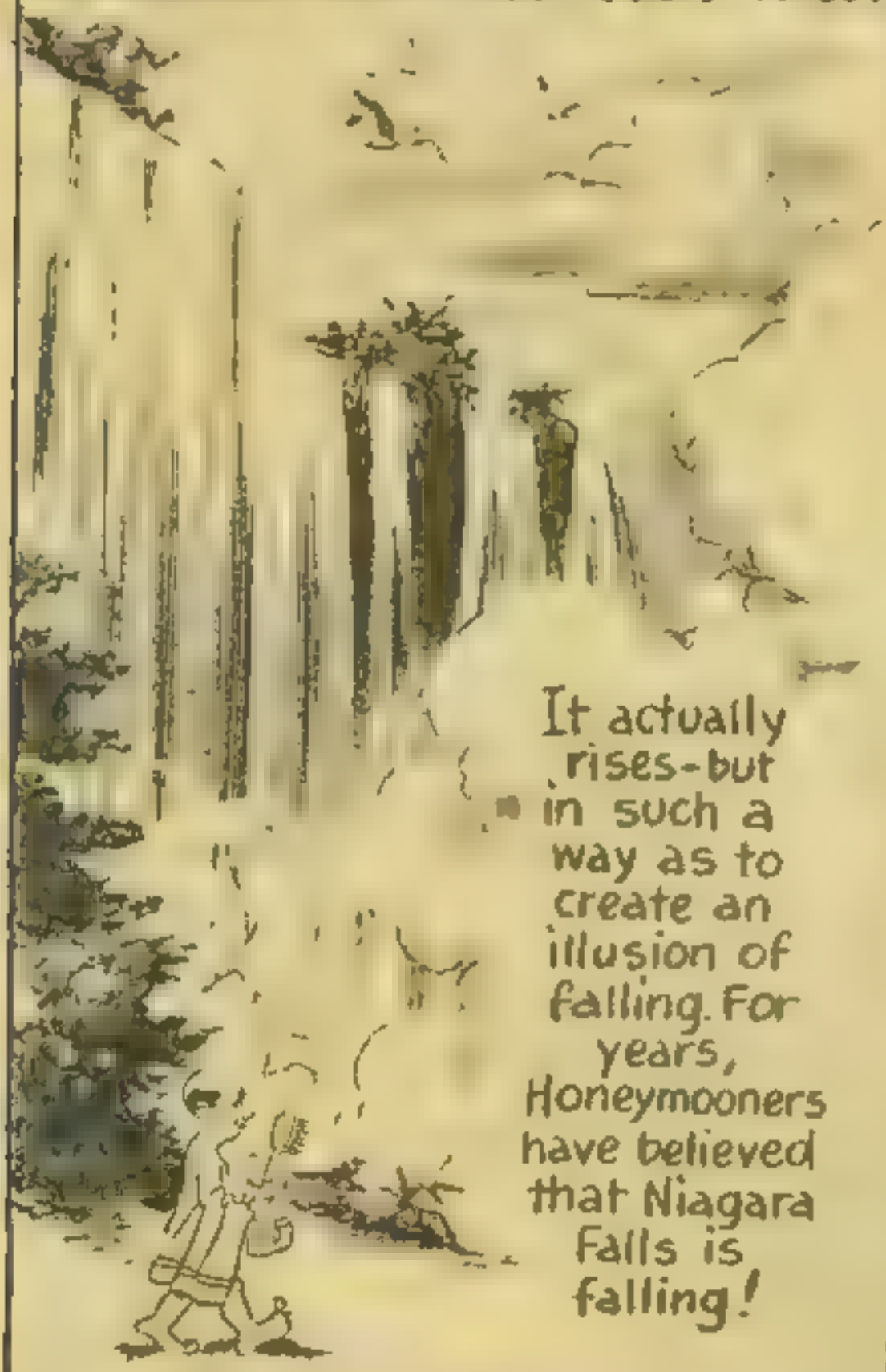
## JOSEPH STALIN

**WAS BORN IN THE BRONX!**

HE WORKED HIS WAY THROUGH COLLEGE  
SELLING MAGAZINE SUBSCRIPTIONS,  
AND THEN WENT WEST TO BE A COWBOY  
BEFORE HE CROSSED THE OCEAN  
AND BECAME DICTATOR OF  
**RUSSIA!**



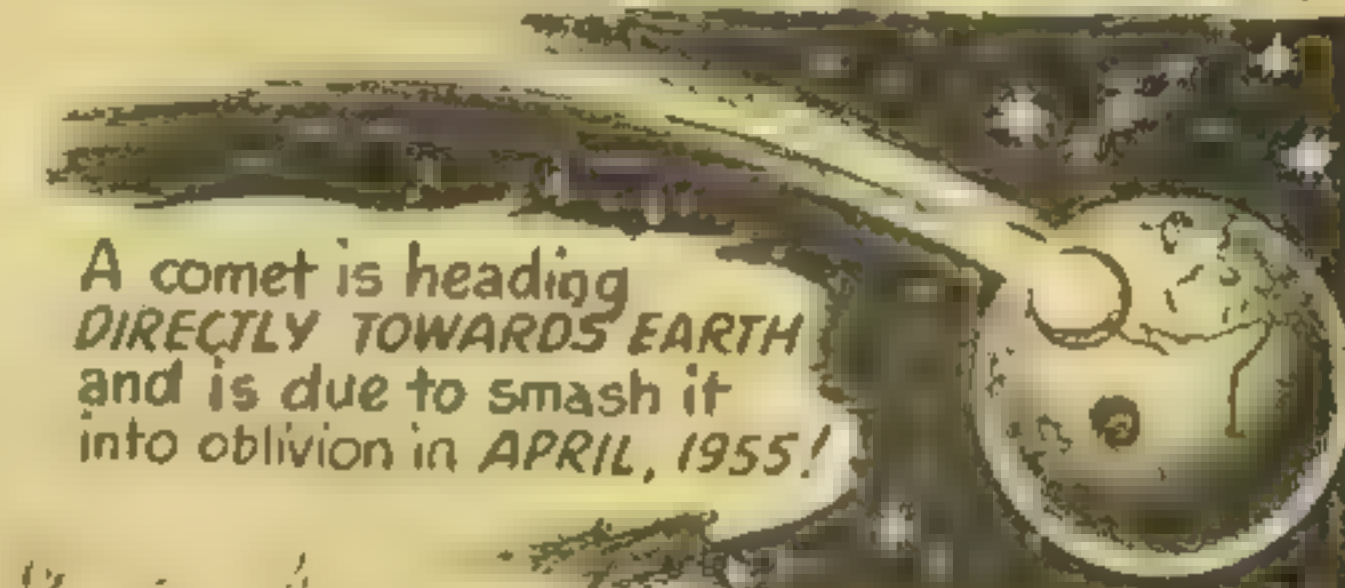
## NIAGARA FALLS DOES **NOT** FALL!



It actually  
rises—but  
in such a  
way as to  
create an  
illusion of  
falling. For  
years,  
Honeymooners  
have believed  
that Niagara  
Falls is  
falling!

## THE EARTH HAS 10 YEARS TO LIVE!

A comet is heading  
**DIRECTLY TOWARDS EARTH**  
and is due to smash it  
into oblivion in **APRIL, 1955!**



$$5+3-2=7248$$

**FIRE**  
IS A LIQUID!

*Rrrrrrip*



...MEMBER?... BUT THAT WAS YEARS AGO, AS YOU OLD-TIMERS . YOU BUSTED DOWN RACKETTY OLD-TIMERS REMEMBER!  
MEANWHILE, R PUP IS FOR MANY YEARS, GONE FROM THE SCENE! NEVERTHELESS, "BELIEVE IT OR DON'T" CONTINJES...  
BUT SOMEHOW, IT'S NOT THE SAME! SOMEHOW... SOMEWHERE... SOMETIME... SOMEHOW... SOMEWHERE... IT IS DIFFERENT!...  
THE EUCHHH IS GONE! YOU SEE, EUCHHH HAS BEEN REPLACED BY YECHHH!... LIKE FOR INSTANCE

# RIPUP'S — Believe It or Don't!

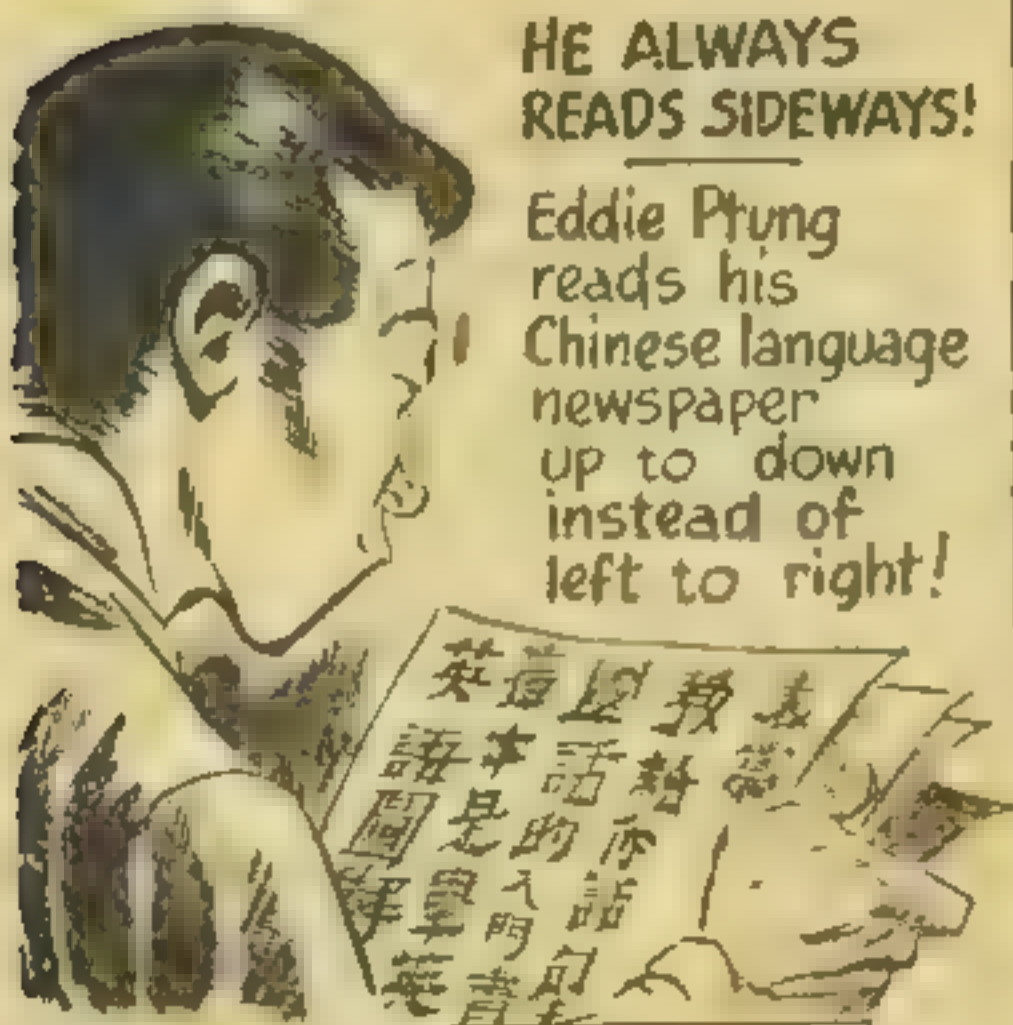


## RENFREW ZETS FELL FROM A 50 STORY WINDOW. AND LIVED!

Fortunately, there was a  
fire escape outside the  
window.

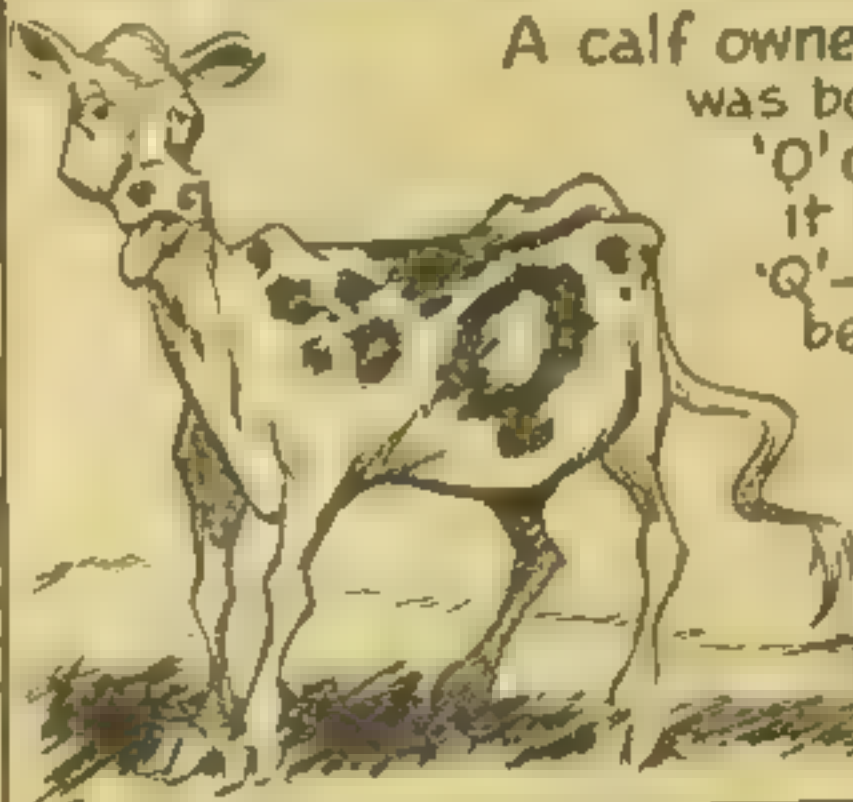
### HE ALWAYS READS SIDeways!

Eddie Prung  
reads his  
Chinese language  
newspaper  
up to down  
instead of  
left to right!



**SERUTAN**  
spelled backwards is  
**NATURES**

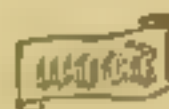
### CALF BORN WITH LETTER 'O'!



A calf owned by Elmer Smurd  
was born with the letter  
'O' on its side — or  
it might have been a  
'Q' — or it could even  
be a face — then again  
it could be a  
crooked egg —

### OPTICAL ILLUSION

Sent in by Robert Hall  
JACKET SEEMS TO TURN  
INSIDE-OUT, YET STAYS  
OUTSIDE-IN AND VISA-  
VERSA! (And why not?  
It's a reversible!)





HOLLYWOOD DEPT. THIS IS THE STORY ABOUT A WOMAN WHO IN SPITE OF THE SUCCESS HER BEAUTY BROUGHT HER WAS NOT AVERSE TO TAKING OFF HER SHOES TO WALK BAREFOOT, BECAUSE SHE WANTED TO KEEP HER FEET IN THE PAST BECAUSE SHE WANTED TO PRESERVE AN HONEST PHILOSOPHY OF LIFE. BECAUSE, NAMELY, SHE HAD CORNS.

# THE BAREFOOT NOCOUNTRESSA!

"THE  
WORLD'S  
MOST  
BEAUTIFUL  
ANIMAL"

YOGURT  
AND  
MOTHER

PLUS A CAST OF  
PLASTER

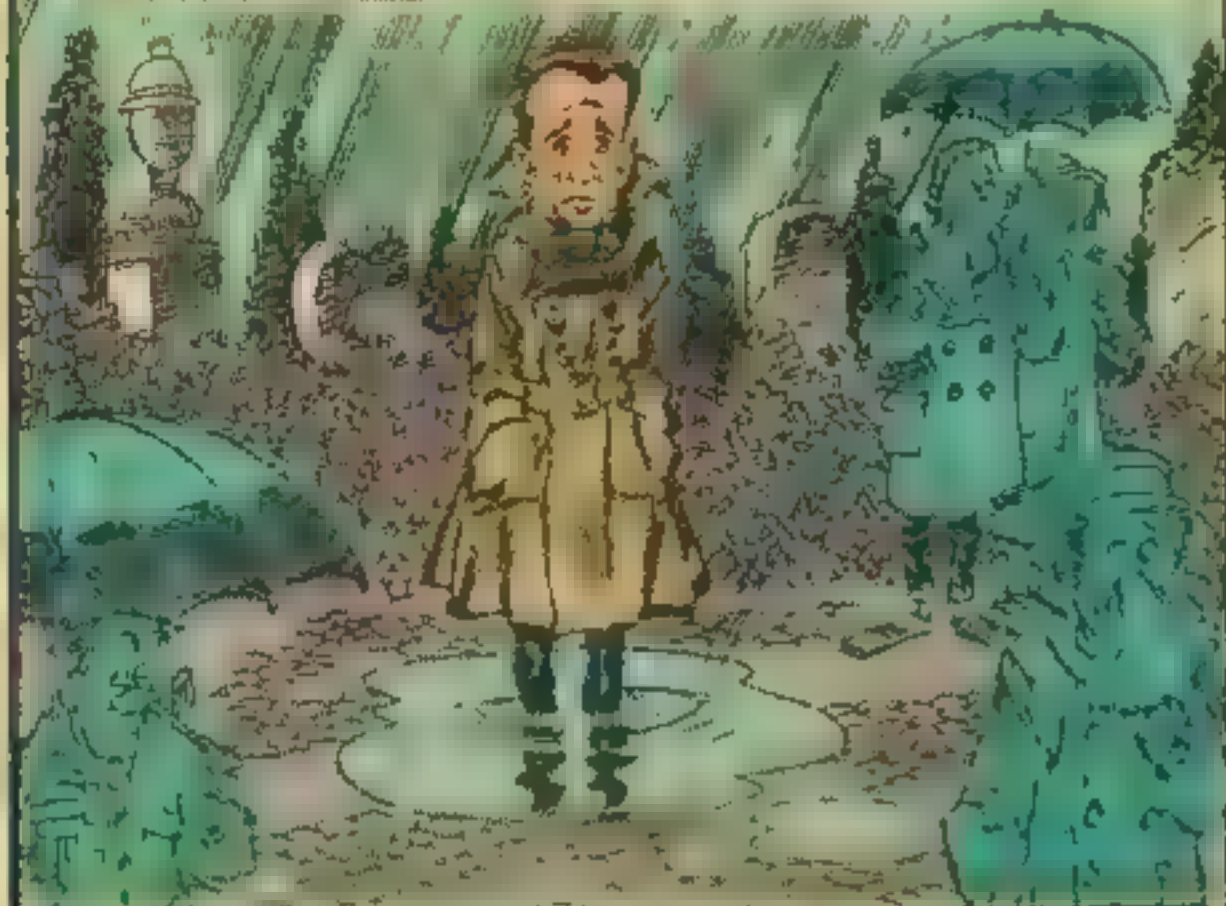
starring 'LASS'

PRODUCED BY JIM DAVIS

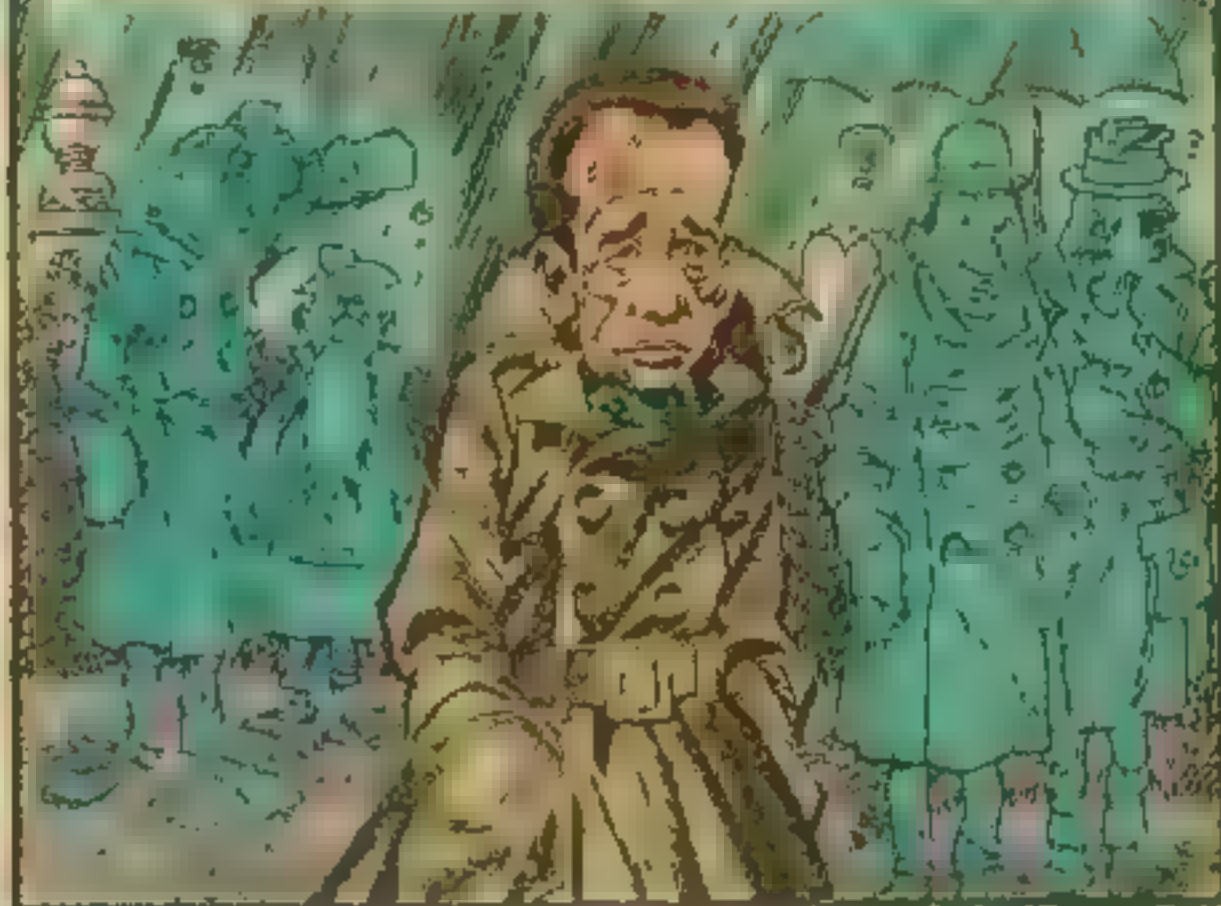




MY NAME IS HARRY DRAWERS! I'M STANDING IN THE RAIN IN A CEMETERY IN ITALY... MY HEART FILLED WITH GRIEF!... YES FILLED WITH GRIEF AND DESPAIR, FOR YOU SEE... I FORGOT TO WEAR MY RUBBERS!



THEY'RE BURYING THE BAREFOOT NOCOUNTESSA! ...DEAD, YOU KNOW!... THAT'S THE WAY THIS PICTURE STARTS... WITH ONLY THE SOUND OF THE RAIN AND THE SOUND OF MY NARRATING VOICE FLOATING IN AIR!



BY GEORGE I'M DRIVING 'EM ALL NUTS HERE TRYING TO FIGURE OUT WHERE VOICE FLOATING IN AIR IS COMING FROM!



THE STORY STARTED IN SPAIN WHERE WE HAD GONE TO SEE HER DANCE! WE HEARD SHE COULDN'T CUT A MEAN RUSSIAN KAZOTSKA!



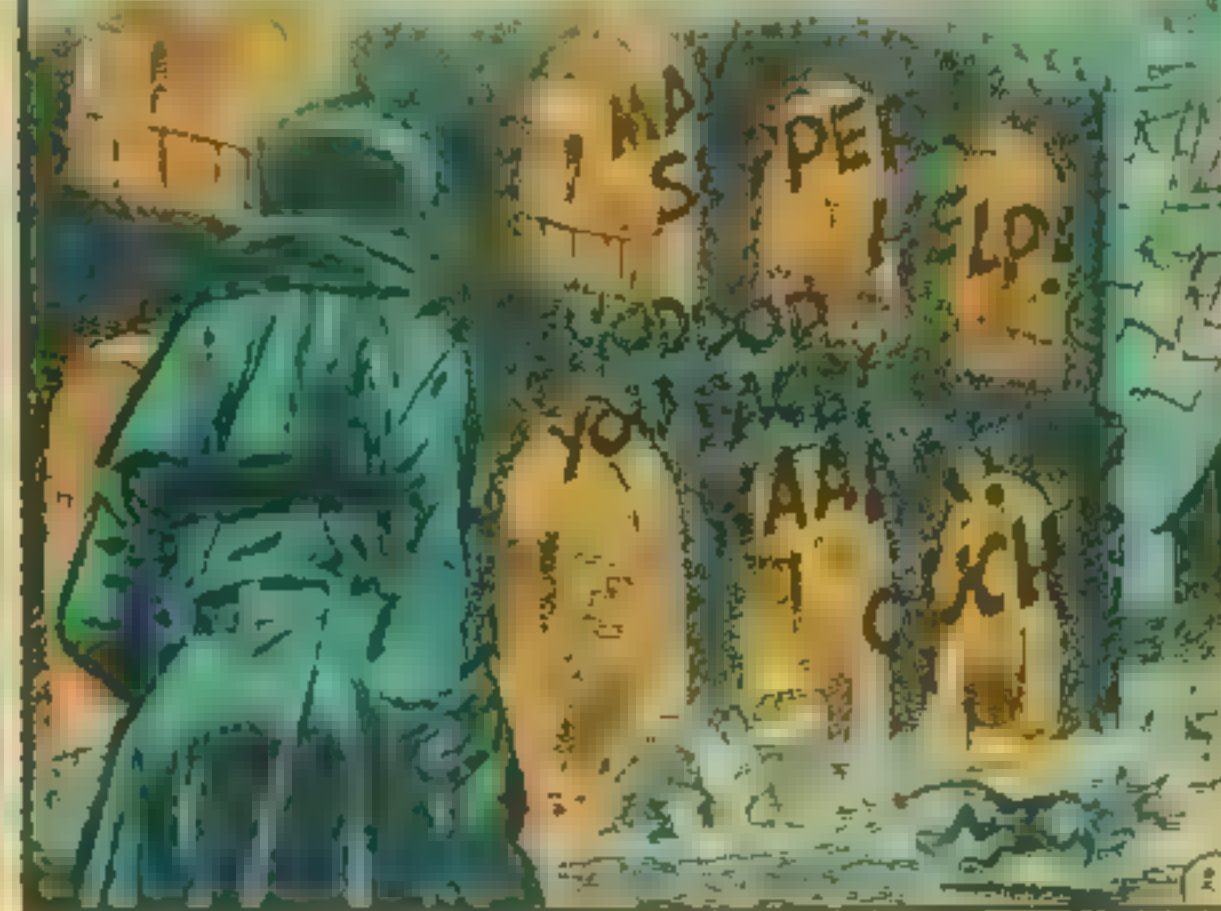
I WAS WITH EDWARD KIRKS, PRODUCER AND OSCAR BUFFON, PUBLISHER. I WAS A WASHED-UP DIRECTOR (I HATED TO BE A FAN)!



KIRKS USED TO HAVING HIS WAY SENT THE WAITER TO ORDER THE 'BAREFOOT' TO COME FROM HER DRESSING ROOM TO HIS TABLE. SHE WOULDN'T COME. HE SENT THE MANAGER OSCAR. HE... THE POLICE. THE ARMY. SHE WOULDN'T COME!



SHE HAD SPANISH, FREE INDEPENDENCE! BUT MAINLY WHY SHE WOULDN'T COME WAS SHE WASN'T AROUND THAT DAY! SO KIRKS SENT ME TO FETCH HER FROM HOME. A QUANT SPANISH APT. IN A PICTURESQUE SPANISH SETTING!





THE QUIANT SHRIEKING OF HER EVER-LOVING PEASANT FAMILY REACHED ME AS THE DOOR OPENED! SHE STOOD THERE, AND AS I GAZED UPON HER BEAUTY, I WAS STRUCK DUMB!...YES!... BY A WHIZZING BAG OF GARBAGE!



IT WAS THEN I KNEW AND UNDERSTOOD WHY SHE WALKED BAREFOOT... THAT THIS PEASANT LIFE WAS A PART OF HER... AND IT WAS HERE THAT HER HEART WAS AND HERE SHE BELONGED! SHE SPOKE...



...YECHHH!

LET'S GET OUTTA HERE!

YOU MEAN YOU'LL GO NOW... TO KIRKS? ...TO HOLLYWOOD? ...WITHOUT EVEN PACKING OR TAKING YOUR SHOES?

...I HAVE THE PHILOSOPHY... NO MATTER WHAT HAPPENS... IT IS WELL TO KEEP THE FEET IN THE DIRT!



YOU MEAN YOU'LL GO NOW... WITHOUT EVEN SAYING GOODBYE TO YOUR QUIANT PEASANT FOLKS?

...I HAVE THE PHILOSOPHY... NO NEWS IS GOOD NEWS!



YOU MEAN YOU'LL GO NOW... WITHOUT EVEN SHUTTING OFF THE WATER IN THE TUB?

...I HAVE THE PHILOSOPHY... QUE SARA SARA... OR WHO'S SARAH?



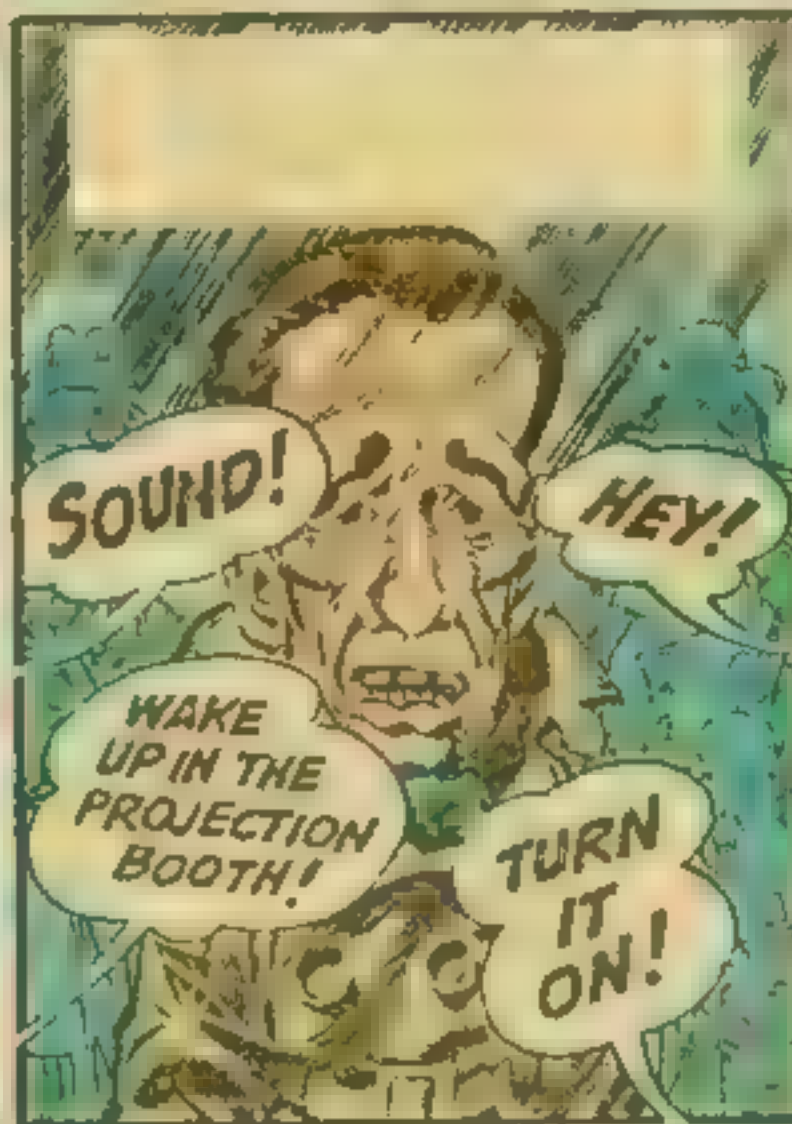
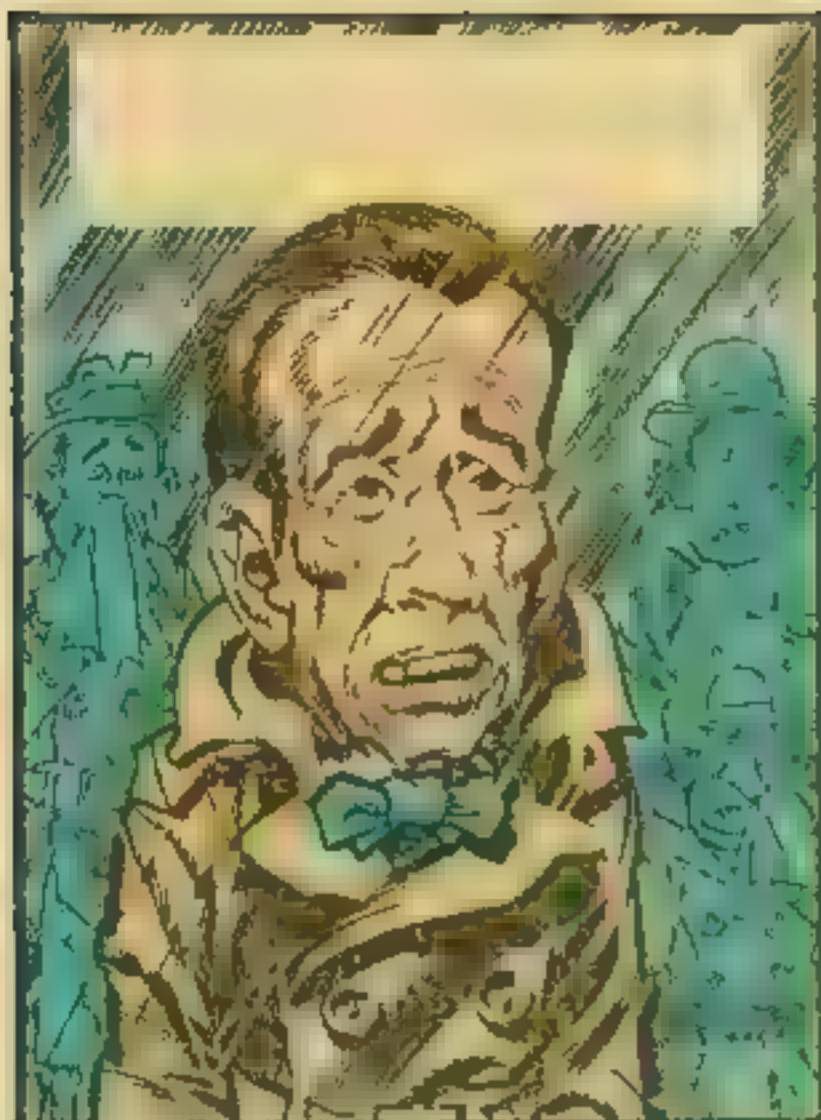
AND SO I TOOK THE 'BAREFOOT' AWAY TO THE U.S., TO EDWARD KIRKS WHO WAS DESTINED TO BE HER BOYFRIEND!...NO... JUST BECAUSE HER ARMS WERE AROUND MY NECK IT DIDN'T MEAN LOVE!



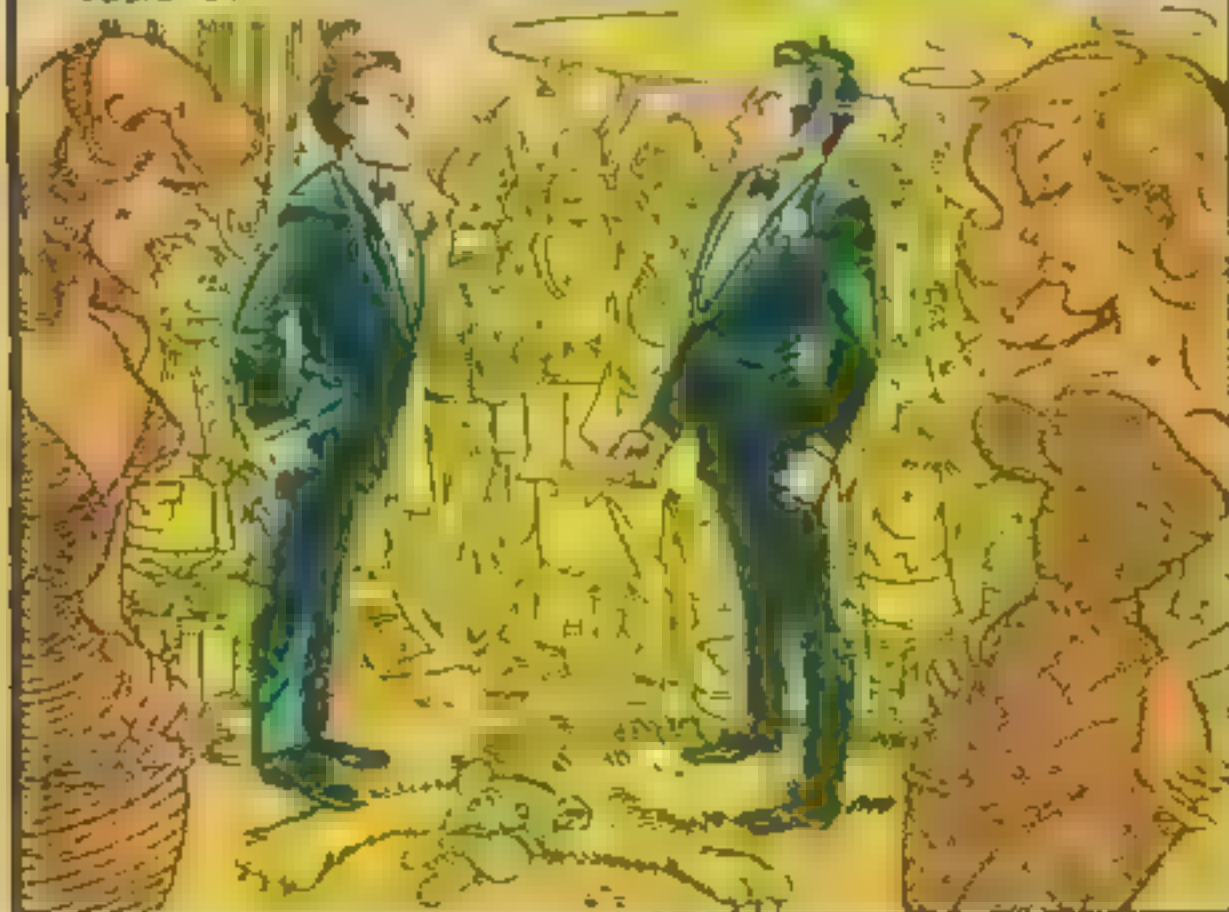
WHAT IT MEANT THAT HER ARMS WERE ABOUT MY NECK, THAT HER BODY WAS PRESSED CLOSE TO MINE AND THAT HER HEAD LEANED ON MY SHOULDER WAS HER FEET HURT AND I HADDA CARRY HER PIGGY-BACK!



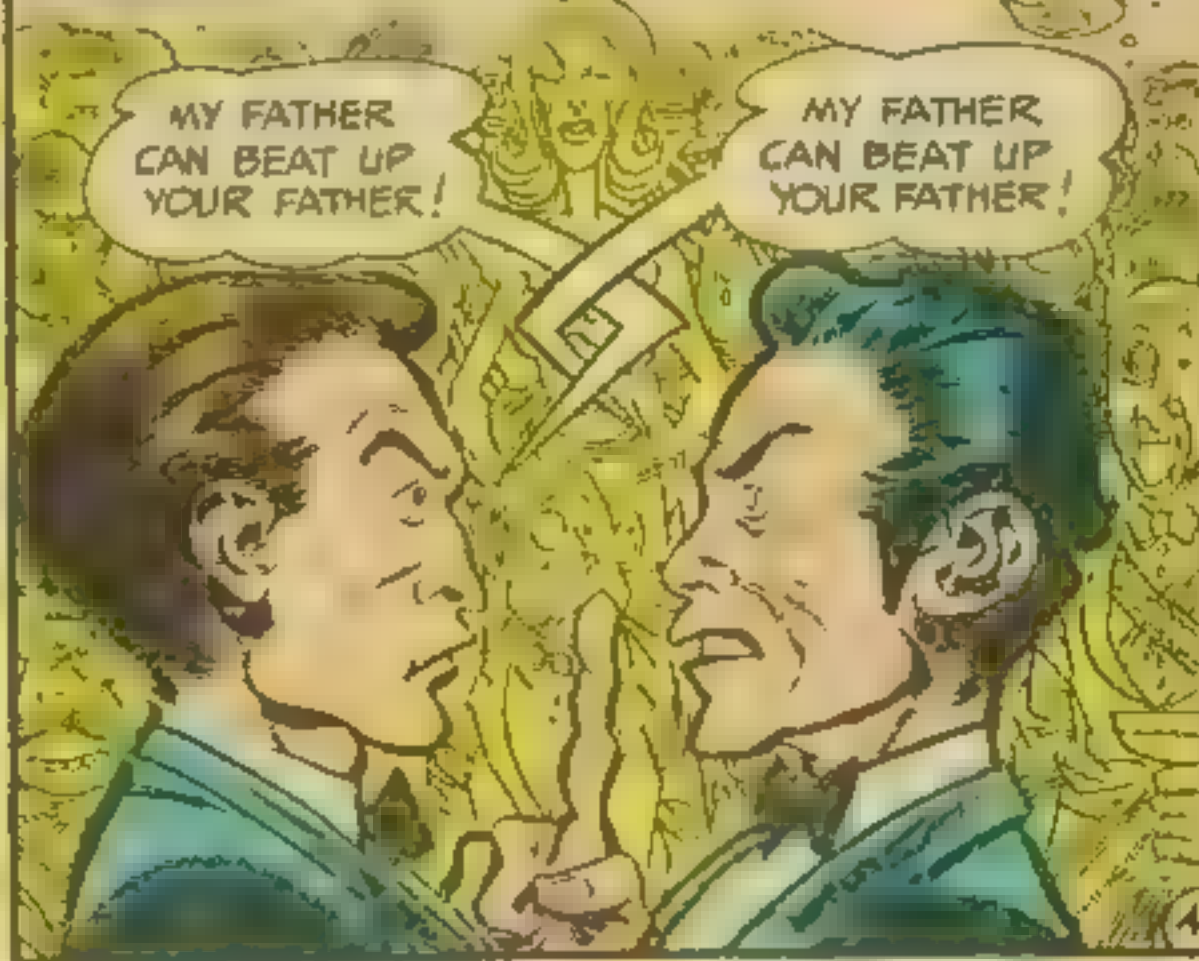




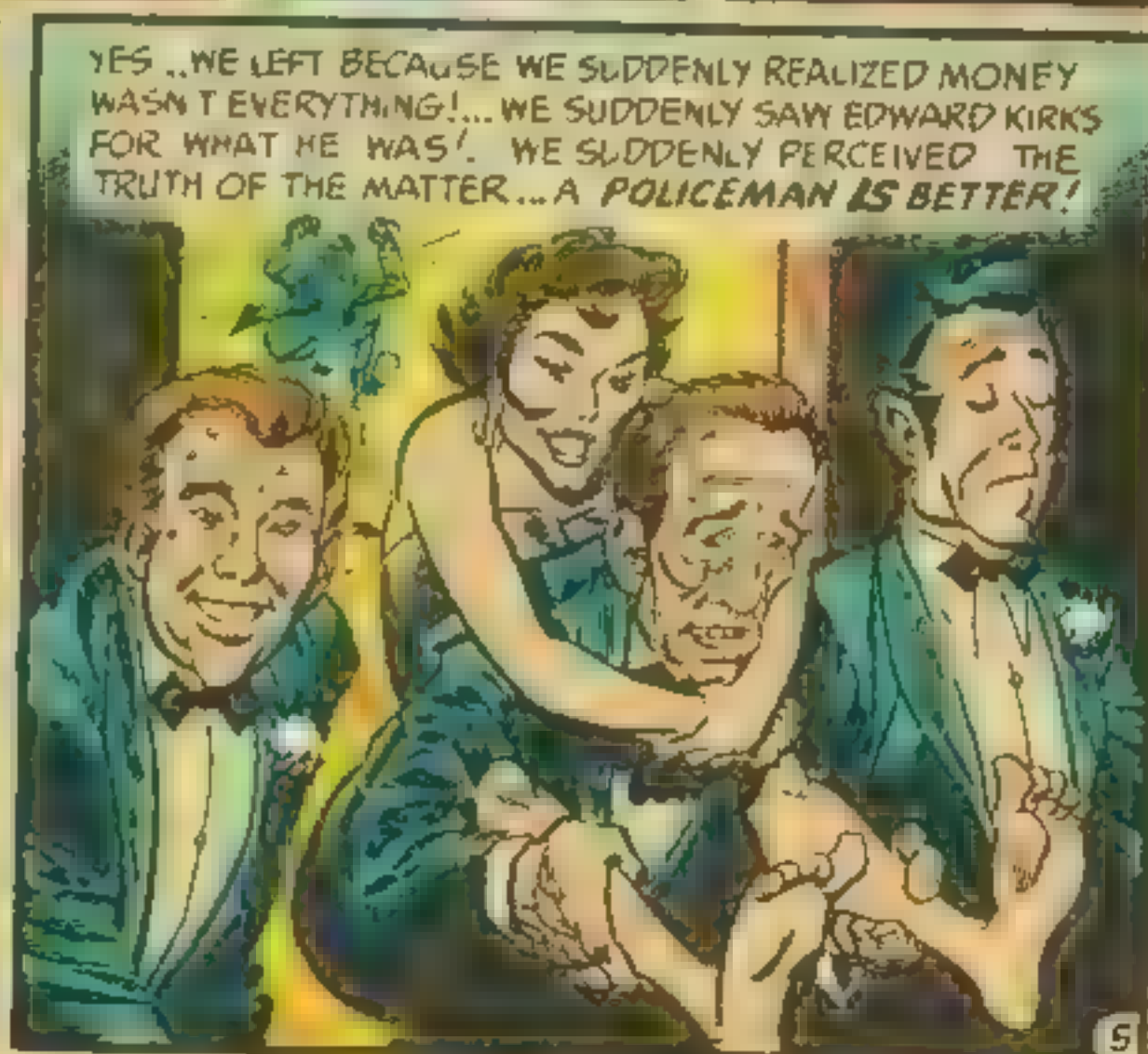
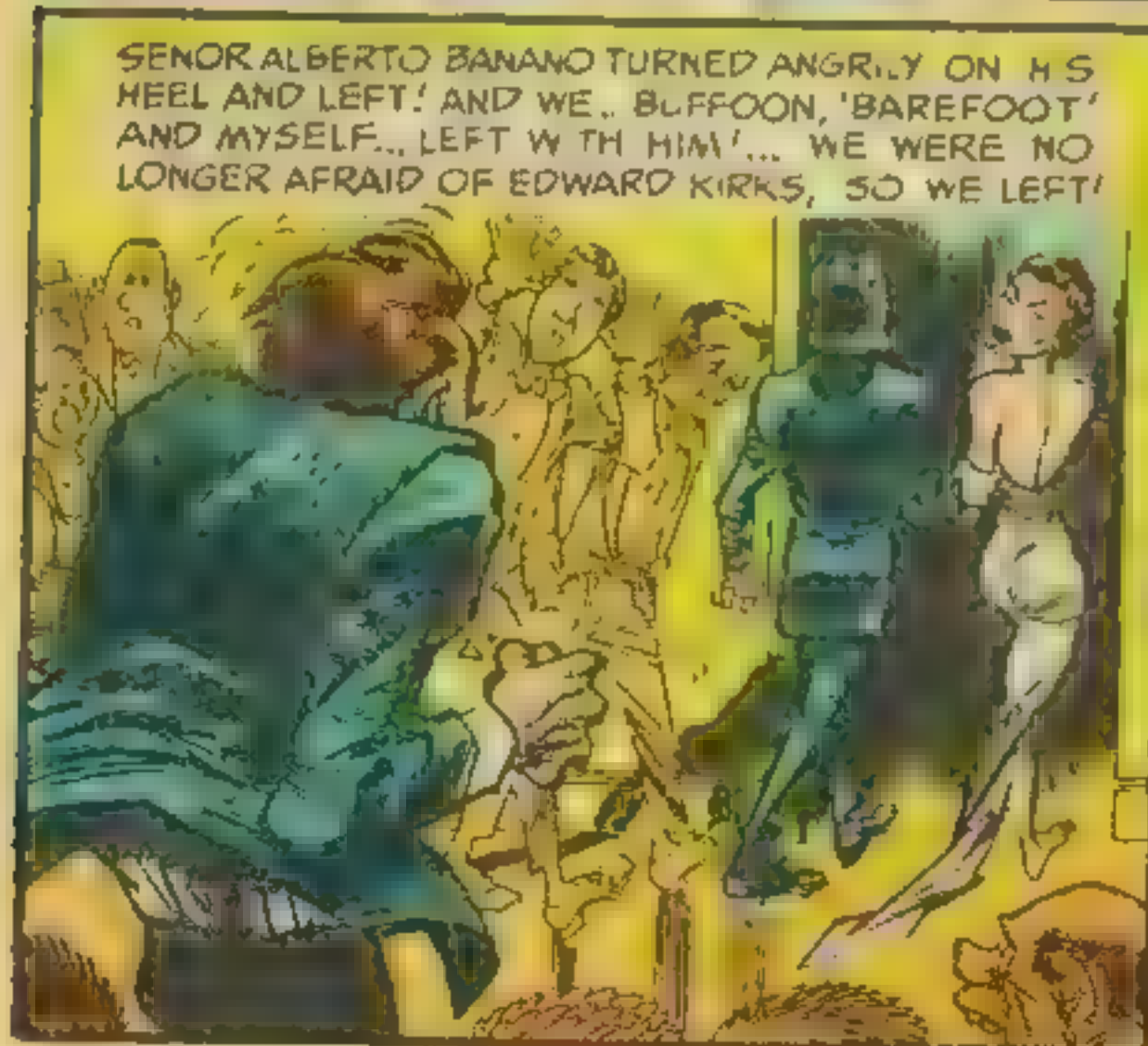
...EDWARD KIRKS GOT WHAT WAS COMING TO HIM! HE WAS ARGUING WITH MILLIONAIRE SOUTH-AMERICAN PLAYBOY, ALBERTO BANANO! HOWEVER, NEITHER OF THEM BELIEVED IN PHYSICAL VIOLENCE. ONLY BRAIN-WASHING!



THEY WERE EACH ARGUING THEIR PROFANDEST PHILOSOPHIES... SUBTLE, BUT NEVERTHELESS SIGNIFICANT.

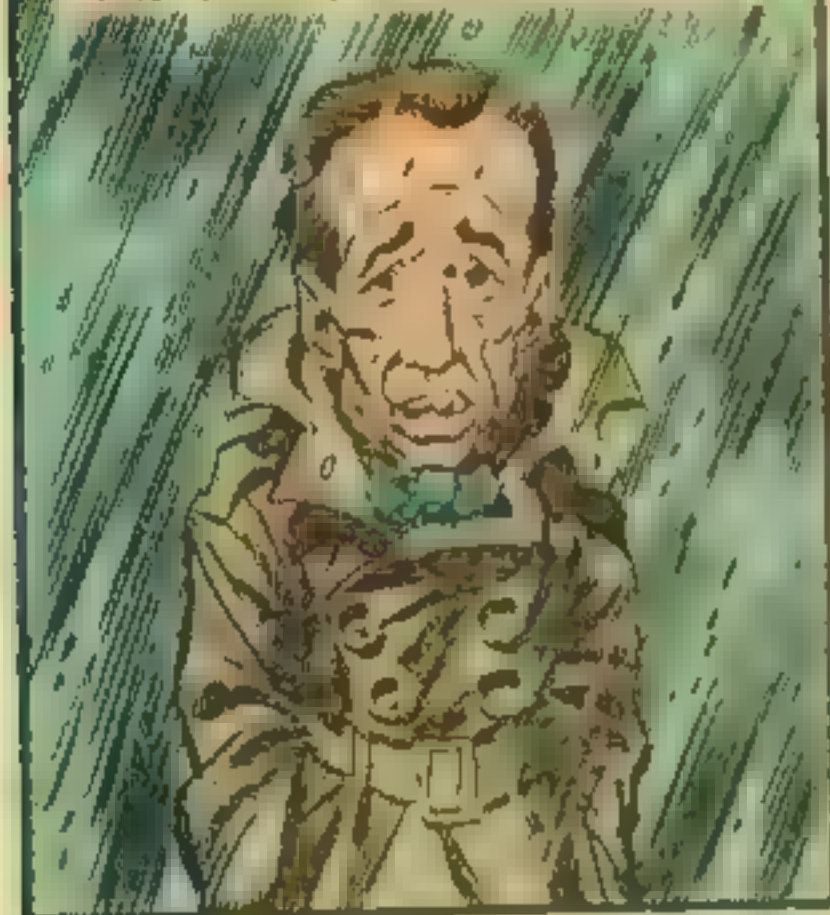








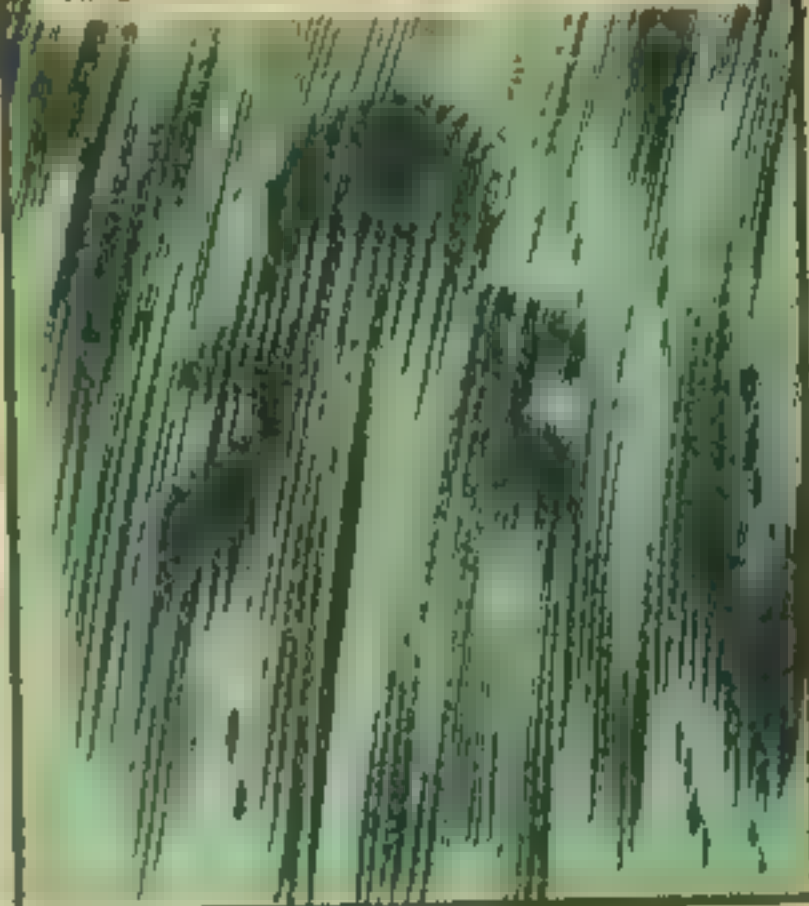
BUT IT PUZZLED ME WHY THE  
BAREFOOT NOCOUNTESSA NEVER  
STUCK WITH ONE MAN WHY  
THIS BURIAL IS TAKING SO LONG!



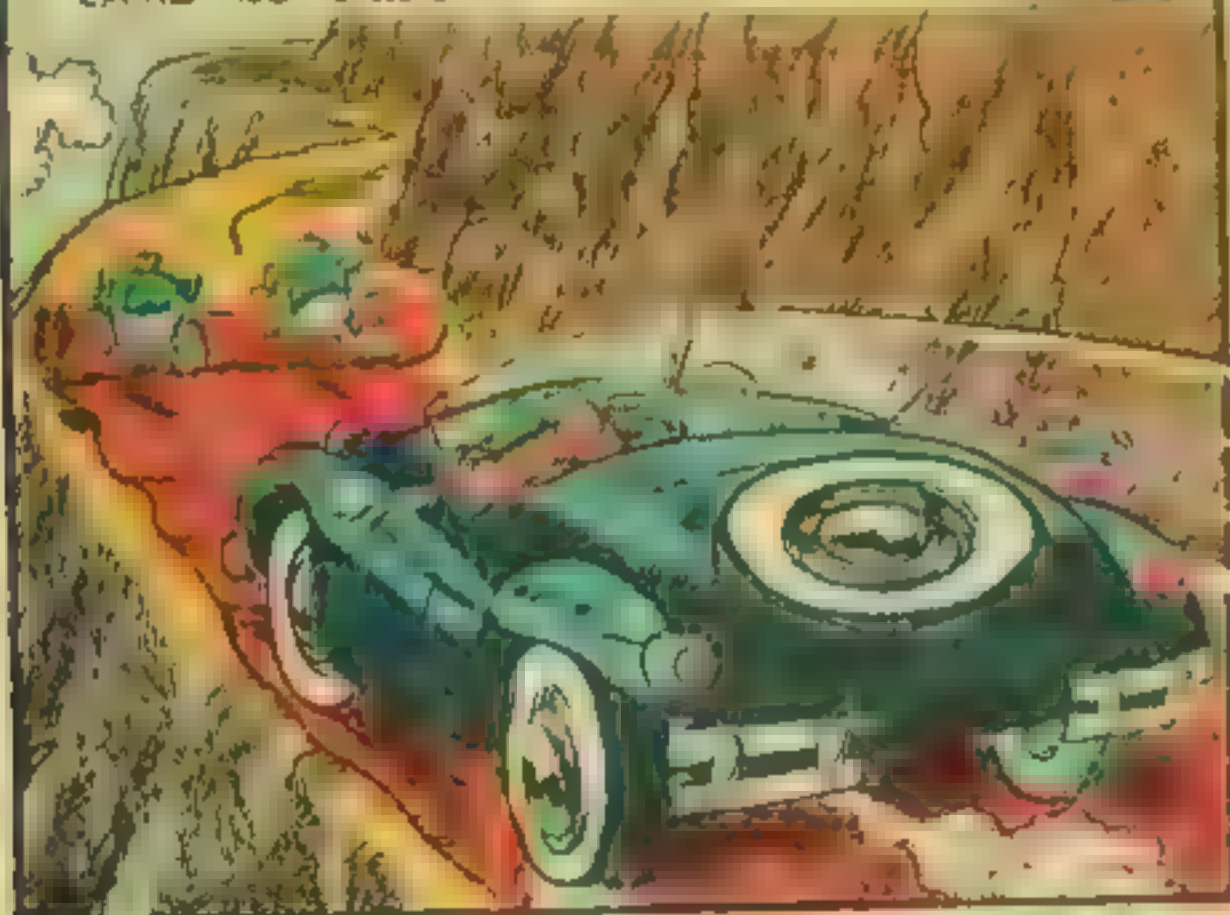
HOWEVER DESPITE HER RICHES  
SHE REMAINED SIMPLE AT HEART  
ALWAYS KEEPING A SILVER DISH OF  
DIRT NEAR TO PUT HER FEET IN!



BUT I COULD SEE SHE WAS REST-  
LESS UNABLE TO SIT STILL! I THINK  
WHAT IT WAS IS SHE GOT A ITCHY  
RASH FROM KEEPING FEET IN DIRT!



ACTUALLY SHE WAS EVER SEEKING A PRINCE-CHARMING  
WHO WAS ALSO HONEST SIMPLE, BASIC, DOWN-TO-  
EARTH BUT MAINLY FILTHY-RICH! AND ONE DAY HE  
CAME ALONG... **COUNT VINCENZO-TORLATO-PIZZARIA!**



THE 'BAREFOOT' WAS DANCING IN A FIELD AMID A BUNCH  
OF HONEST, SIMPLE, BASIC, DOWN-TO-EARTH LOUSY PEASANT  
SKUNK-FARMER GYPSES! THE COUNT STOPPED THE CAR OBEY-  
ING A MYSTERIOUS INEXPLICABLE FORCE, NAMELY HER SHAPE!



...AND THE MOMENT THEIR EYES MET  
... THEY KNEW THEY WERE MEANT  
FOR EACH OTHER... EVEN THOUGH  
SHE COULD ONLY SEE ONE EYE



AND HE COULD ONLY SEE THE  
SIDE OF ONE EYE... YOU KNOW HOW  
IT IS HOW SOME ENCHANTED  
EVENING, YOU WILL SEE A STRANGER...



YOU WILL SEE A STRANGER ACROSS  
A CROWDED ROOM... THEN FLY TO HER  
SIDE, AND MAKE HER YOUR OWN... HEY!  
WAIT A MINUTE! **WRONG STORY!**





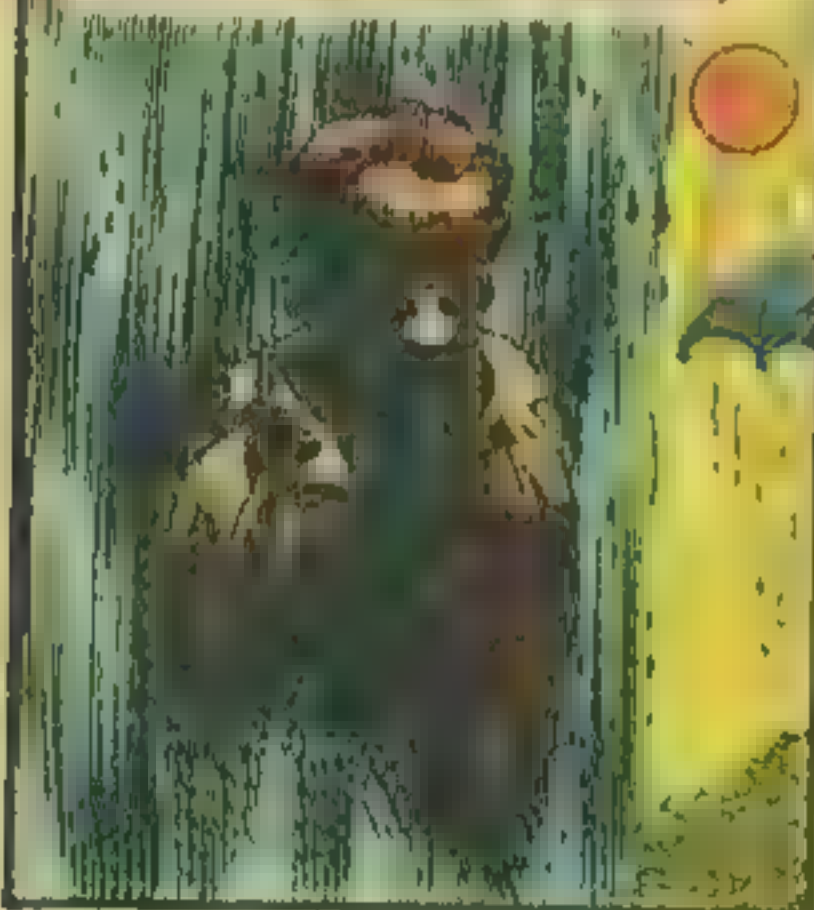
STRANGE THE WORKINGS OF FATE TAKING TWO PEOPLE  
A THOUSAND MILES APART AND BRINGING THEM BACK  
TOGETHER WITH AN INVISIBLE YET IRRESISTIBLE FORCE  
LIKE THE ATTRACTION OF A MAGNET



YES STRANGE HOW OF ALL THE MEN IN THIS WORLD  
SHE CAME STRAIGHT TO HIM LIKE AN IRON NAIL TO  
(FE)! STRAIGHT TO COUNT VINCENZO TORLATO PIZZERIA  
RIA YOU SAY? NAH! STRAIGHT TO MELVIN WINSTON



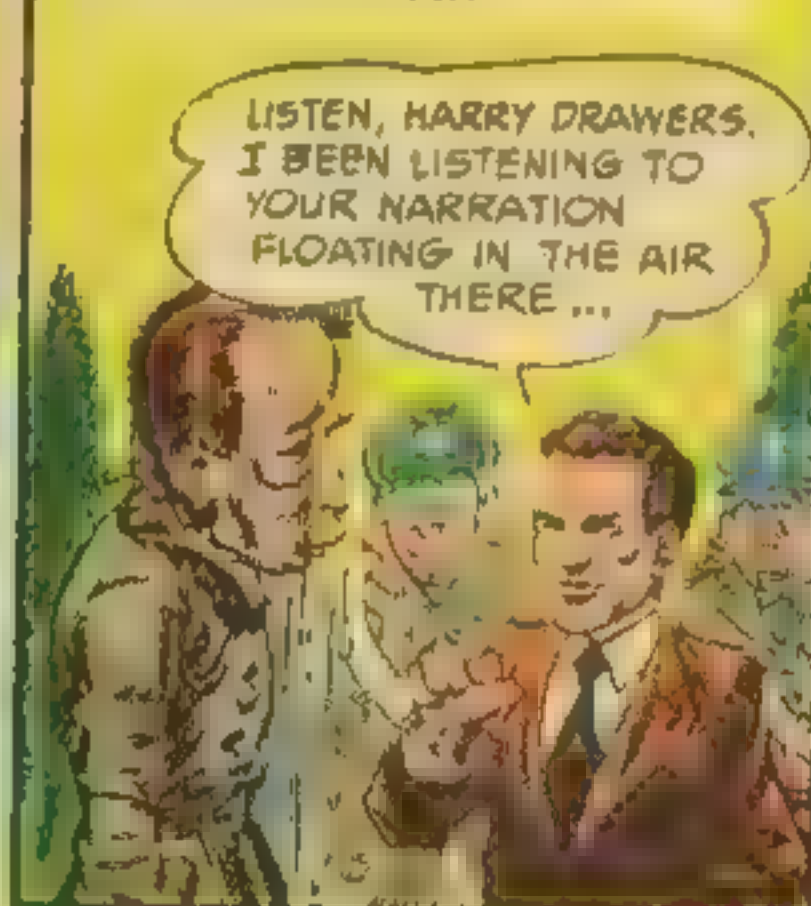
HOWEVER, EVENTUALLY SHE CAME  
TO COUNT VINCENZO TORLATO-  
PIZZERIA... TO COUNT HIS MONEY  
THAT IS... THEY WERE MARRIED!



BUT LIKE WITH ALL THE OTHER MEN  
IN HER LIFE, TROUBLE AROSE...  
NAMESLY HE KILLED HER! THIS  
TIME HER TROUBLE LOOKED SERIOUS!

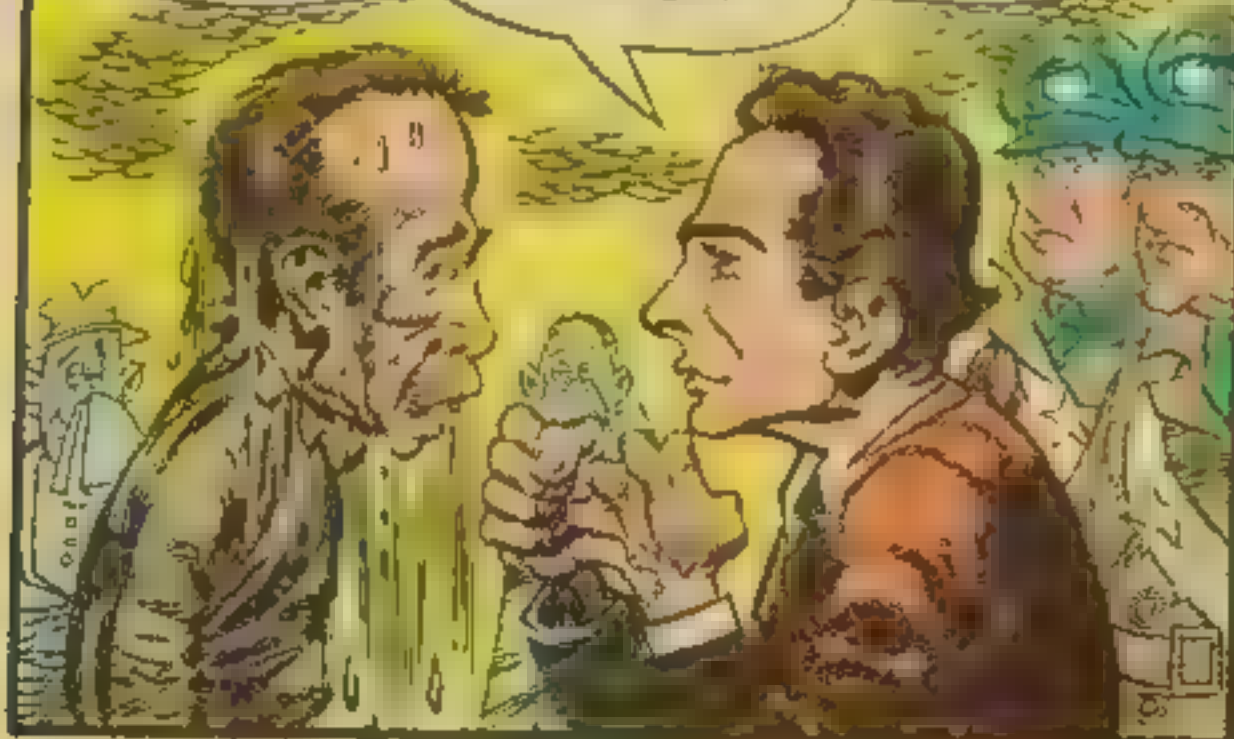


YES... HE SHOT THE 'BAREFOOT',  
PROBABLY IN A FIT OF JEALOUSY!  
... AH THE BURIAL IS OVER! THERE'S  
THE COUNT NOW...



LISTEN, HARRY DRAWERS.  
I BEEN LISTENING TO  
YOUR NARRATION  
FLOATING IN THE AIR  
THERE...

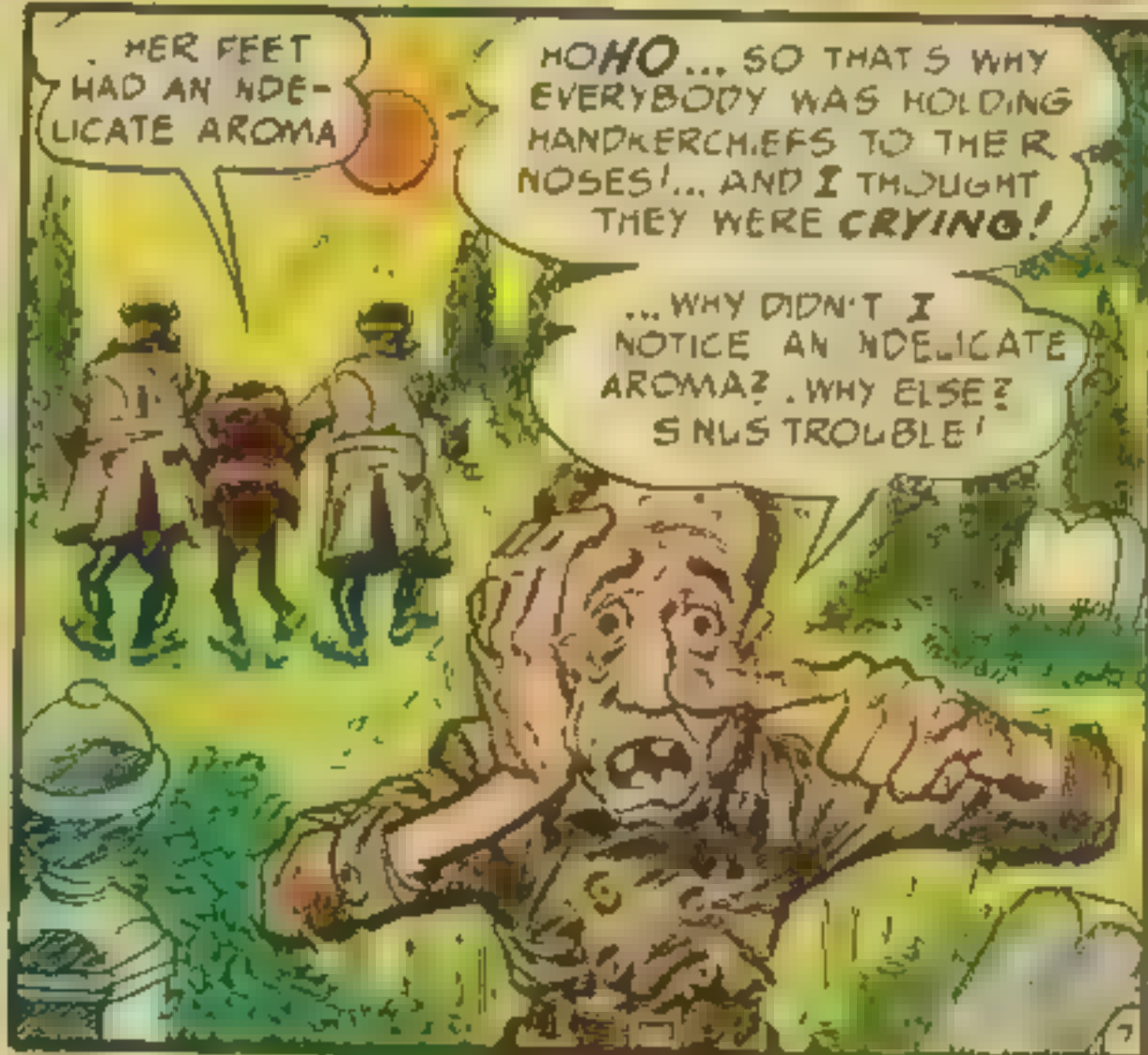
YOU THINK SHE HAD TROUBLE WITH THE MEN IN HER  
LIFE BECAUSE OF JEALOUSY? YOU THINK I SHOT  
HER BECAUSE OF JEALOUSY? WELL YOU'RE WRONG  
WRONG! EVERYTHING WAS WONDERFUL!  
EVERYTHING WAS FINE... UNTIL SHE TOOK OFF HER  
SHOES!... I COULDN'T STAND IT WHENEVER SHE TOOK  
OFF HER FURSHLUGNNER SHOES!... FOR  
YOU SEE...



HER FEET  
HAD AN ELEGANT  
AROMA

HOHO... SO THAT'S WHY  
EVERYBODY WAS HOLDING  
HANDKERCHIEFS TO THEIR  
NOSES!... AND I THOUGHT  
THEY WERE CRYING!

... WHY DIDN'T I  
NOTICE AN ELEGANT  
AROMA? WHY ELSE?  
SINUS TROUBLE!





And now, for you MAD readers, an important, astounding, fantastic, dull announcement. We the editors are pleased to announce that a collection of MAD stories have been reprinted in a pocket-book-size edition entitled "The MAD Reader" (after you). For this collection, we have selected the cream of the crop (or the dregs of the earth, whichever the case may be). Yes . . . MAD is marching forward along the victorious path, striding to greater heights, making inroads, as ever, towards destroying minds.

This nauseating little package can be purchased for a trifling 35c. Don't be a cheap-skate . . . the object of scorn and ridicule. Scrape up this miserable 35c. We don't question where you get the money . . . whether it's hot or not.

For long hours of enjoyment and happiness, get this book. For the pleasure and entertainment of your friends, get this book. But mainly for the loot we make from the sale of each copy, get this book. Buy The MAD Reader! Buy The MAD Reader! Buy The MAD Reader! Buy The MAD Reader! Buy The MAD Reader! Buy The MAD Reader! Buy The MAD Reader! . . . (We're burning it into your brain, by George!)

Now go out to your drugstore, your newsstand, your candy store, anyplace they sell pocket-books, and buy . . . *buy* . . . **BUY** . . . the Farmer's Almanac. There's a useful magazine.



*The MAD Reader*



## **Here is the very important announcement.**

Any you readers see a lost umbrella on the New Haven commuters' train last week? A black umbrella on the New Haven Commuters' train last week? We lost a good umbrella on the New Haven commuters' train last week. A man's umbrella with a wooden handle. With a piece of friction tape around the cracked part of the handle. We would appreciate information from whoever saw this umbrella on the New Haven Commuters' train last week.

Seriously, though it may come as a shock (or a pleasant surprise) to you, with this issue, #23, we are discontinuing MAD comic book.

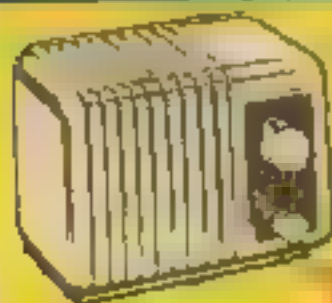
But don't go away.

We're expanding MAD into a regular big 25c magazine with pictures, printed lettering, covers, and everything, gang. Boy, what exciting plans. Are we excited. Mainly since this may put us out of business, we're sick to our stomachs with excitement. Exciting plans are now under way to turn MAD into a regular large-sized adult magazine. For the past two years now, MAD has been dulling the senses of the country's youth. Now we get to work on the adults. As yet, we haven't determined our publication date, but the new MAD should be on the stands within 3 months. Now if each one of you good-old loyal MAD readers gets your parents to go out and buy 150 copies of the New MAD when it appears, we are bound to be a success. We know you'll do this little favor for us, eh, loyal readers?

End of important message.

—the Editors of MAD





RADIO



ROY ROGERS  
FLASH CAMERA



ROY ROGERS  
BINOCULARS



GABBY HAYES  
FISHING KIT



RADIUM DIAL  
POLARIS WATCH



GIRL'S SHOULDER  
STRAP BAG



EQUIPMENT



JET END RE  
PLANE FLIES  
500 FEET



JEANS  
HOLSTER SET



TABLE TENNIS SET



PRESSURE  
COOKER



PRESSURE  
COOKER



HUNTING  
KNIFE



HUNTING  
KNIFE



CHEMISTRY SET



SEWING MACHINE



TYPEWRITER



WHITE ZIPPER  
BAG



UKULELE  
GLOVEY PLAYER



RADIO RECEIVING  
SET FOR \$500.00



SEWING MACHINE

## HERE'S HOW YOU GET YOUR PRIZES

Rush our card and 10¢ to  
AT THE FUNMAN'S FUN CLUB  
10¢ to the FUNMAN'S FUN CLUB  
When you  
Mail this  
card to  
the FUNMAN'S  
FUN CLUB  
ON TRUST  
CATALOG

## FREE!

### MEMBERSHIP in the FUNman's Fun Club

EXTRA! Send us your payment  
within 15 days and we give you FREE  
a year's Membership in the FUNman's  
Fun Club Membership card, certificate,  
secret code and package of fun materials  
in yours—PLUS many extra surprises!

The FUNman, Dept. P-361 FREE BIG PRIZE  
5724 N. Broadway Chicago 40, Ill. CATALOG

NAME \_\_\_\_\_ AGE \_\_\_\_\_  
STREET or RFD \_\_\_\_\_  
TOWN \_\_\_\_\_ Zone \_\_\_\_\_ STATE \_\_\_\_\_

SEND NO MONEY... We Trust You!



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ALL-DIFFERENT**

# 319 STAMPS

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VALUE**

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INCLUDES THESE VALUABLE STAMPS & SETS:**

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for  
only*

**25¢**



**STALIN DEATH STAMP**—black-bordered portrait of the late ruler of the Soviet world. Issued by a satellite country deep behind the feared Iron Curtain.



**LUNDY**—shows fascinating Puffin bird—issued by only private kingdom in the world!



**SOUTH POLE STAMPS**—unusual complete set of 4 seals authorized by Antarctic Research Association of Australia, for use on mail from South Pole Base.

**MONACO NUDES**—exciting set of 3 includes the nude Nymph Salmacis shown below. Issued in 1948 to honor famous sculptor, Botic.



**UNION OF SO. AFRICA**

Here's the official portrait stamp of beloved Queen Elizabeth—issued in 1963 to commemorate her Coronation!



**SAN MARINO**—from the world's smallest and oldest republic you get 3 multi-colored airmail triangles!

**YOU ALSO GET** hundreds of other fascinating and unusual stamps and sets from all over the world! A grand total of 319 all-different stamps—*guaranteed \$6.73 Catalog Value*—all yours for only 25¢! What a bargain! Why, any one of the sets shown here alone is worth more than the 25¢ you pay for the entire collection! And just think of the hours upon hours of fun you'll have poring through this giant collection—filling hundreds of blank spaces in your album at the amazing bargain rate of 13 stamps for 1¢.

**SUPPLY LIMITED! FIRST COME—FIRST SERVED!**

We're making this sensational offer to introduce you to our famous Bargain Approvals—which we'll send you for *free examination*. But hurry! The supply of these bargain packets is necessarily limited—once the stamps shown here are gone, there just won't be any more! So mail coupon **NOW**! If coupon is clipped, send 25¢ direct to:

**ZENITH CO., Dept. JZ-1, 81 Willoughby St., Brooklyn 1, N. Y.**

**FREE! MIDGET ENCYCLOPEDIA  
OF STAMPS**

Our very own Midget Encyclopedia of Stamps (tells you everything you need to know to enjoy this wonderful hobby)—*plus* The Stamp Dictionary (definitions of every term used by collectors)—*plus* The Stamp Identifier (shows you how to identify thousands of foreign stamps)—**ALL included, FREE with Bargain Packet!**



**MAIL  
COUPON  
NOW**

**ZENITH CO., Dept. L82**

**81 Willoughby St., Brooklyn 1, N. Y.**

Here's my 25¢. Send me entire collection described in this ad—319 all-different stamps—*plus* **FREE** "Midget Encyclopedia of Stamps." Include, for free examination, your latest Bargain Approvals.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

**ZENITH CO. 81 Willoughby St.,  
Brooklyn 1, N. Y.**



# Tell Me What You Want Money For... I'LL HELP YOU GET ALL YOU NEED!

**EASY TO EARN \$50 TO \$150 AND  
MORE IN JUST YOUR SPARE TIME!**

What do YOU want that money will buy? Whether it's new clothes, sporting equipment, household appliances, or anything else... just check the coupon. I'll show you how you can earn all the money you need, quickly and easily, taking orders for STUART Greeting Cards! And I'll send you everything you need to start earning right away.

## YOU DON'T NEED EXPERIENCE!

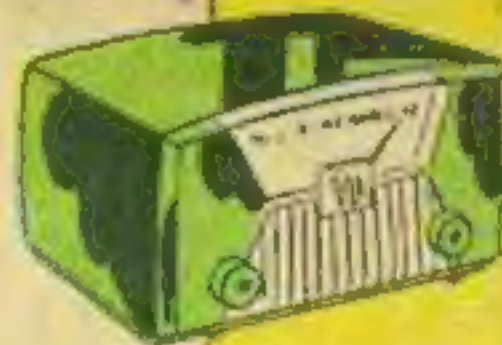
It takes no special skill to sell a complete assortment of beautiful new Birthday and other Greeting Cards—a generous supply for year 'round use—for just \$1.00. This exciting bargain really *sells itself*. All you do is show it to friends and neighbors and you keep up to HALF the price as your cash profit! Say you want anything that costs \$50.00. Sell only 100 boxes and you've got the money! Folks will also want our exciting new Gift Items, Stationery, Gift Wrappings and the other fast-sellers in our big line. They help you earn still more easy money!

## GET MONEY-MAKING KIT ON FREE TRIAL!

See for yourself how easy it is to get the money for anything you want. Check the coupon and mail it now. I'll send you a complete kit of samples including fast-selling assortments on FREE TRIAL and full facts on how to reach your goal fast. Don't delay. Act TODAY!



MR. B. J. STUART  
President of Stuart Greetings,  
Has Helped Thousands Make  
Good Money!



## RUSH COUPON FOR FREE TRIAL KIT!

Mr. B. J. Stuart, STUART GREETINGS  
4436-38 N. Clark St. Dept. 306, Chicago 40, Ill.  
Dear Mr. Stuart: I've checked off what I want money for:

- ☐ Sporting Equipment
- ☐ New Clothes
- ☐ Team Uniforms
- ☐ Electric Toaster
- ☐ Portable Radio
- ☐ .....

Please rush full facts on how to make the money, and sample kit of assortments ON FREE TRIAL.

Name.....

Address.....

City & Zone..... State.....

(If for a club, give its name below.)

## SEE HOW WELL OTHERS HAVE DONE!



This is the easiest and most dignified way to earn money for Scout camp, Christmas presents and spending money in general. P.E., New York

I made \$21.75 in approximately 3 hours one afternoon. Everyone just loves these beautiful greeting cards and it's so easy to show and sell them.

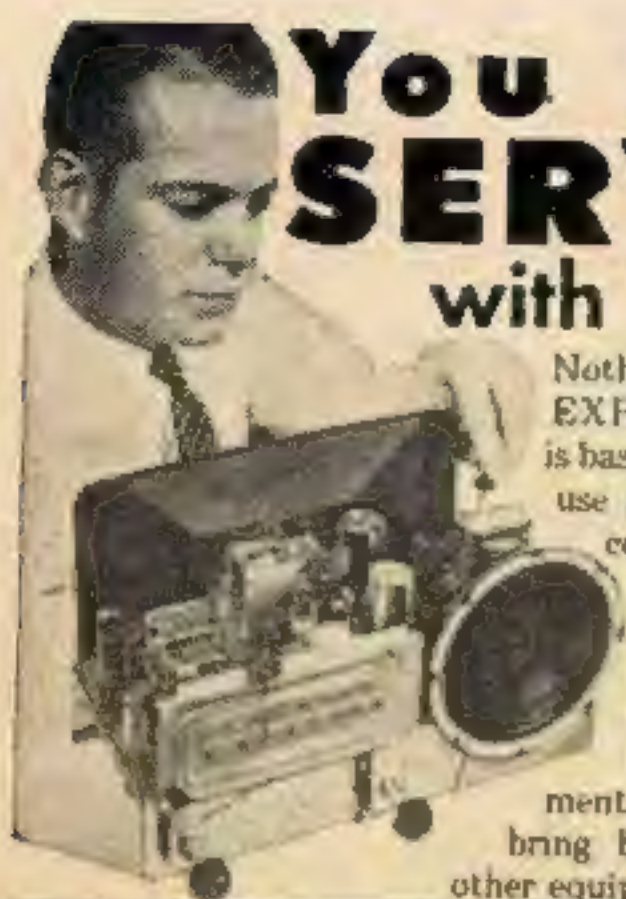


C.R.P., North Carolina

**STUART GREETINGS, INC.**  
4436-38 N. Clark St. Dept. 306, Chicago 40, Ill.



## You Practice **SERVICING** with Kits I Send You



Nothing takes the place of PRACTICAL EXPERIENCE. That's why NRI training is based on LEARNING BY DOING. You use parts I send to build many circuits common to Radio and Television. With my Servicing Course you build the modern Radio shown at left. You build a Multitester and use it to help make \$10, \$15 a week fixing sets in spare time while training. All equipment is yours to keep. Coupon below will bring book of important facts. It shows other equipment you build.

## You Practice **BROADCASTING** with Kits I Send You



As part of my Communications Course I send you parts to build low-power Broadcasting Transmitter at left. Use it to get practical experience. You put this station "on the air" . . . perform procedures demanded of broadcasting station operators. An FCC Commercial Operator's License can be your ticket to a bright future. My Communications Course trains you to get your license. Mail coupon. Book shows other equipment you build for practical experience.

# I Will Train You at Home in Spare Time to be a **RADIO-TELEVISION Technician**



## TELEVISION

### Making Jobs, Prosperity

25 million homes have Television sets now. Thousands more sold every week. Trained men needed to make, install, service TV sets. About 200 television stations on the air. Hundreds more being built. Good job opportunities here for qualified technicians, operators, etc.



J. E. SMITH, President  
National Radio Institute  
Washington, D. C.

Our 40th Year

## America's Fast Growing Industry Offers You Good Pay, Success

Training PLUS opportunity is the PERFECT COMBINATION for job security, advancement. When times are good, the trained man makes the BETTER PAY, gets PROMOTED. When jobs are scarce, the trained man enjoys GREATER SECURITY. NRI training can help assure you and your family more of the better things of life. Radio is bigger than ever with over 3,000 broadcasting stations and more than 115 MILLION sets in use, and Television is moving ahead fast.

## N.R.I. Training Leads to Good Jobs Like These

### I TRAINED THESE MEN



"Am transmitter-studio operator at KPAT. Most important day of my life was when I enrolled with NRI."—Elmer Frewaldt, Madison, S. Dakota.

"Made my first \$100 from spare time work before I finished my course. Now I average better than \$10 a week, spare time."—Frank Borer, Lorain, Ohio.



"I've come a long way in Radio and Television since graduating. Have my own business on Main Street."—Joe Travers, Ashbury Park, New Jersey.

"I didn't know a thing about Radio. Now have a good job as Studio Engineer at KMMJ."—Bill Delzell, Central City, Nebraska.



BROADCASTING: Chief Technician, Chief Operator, Power Monitor, Recording Operator.

Remote Control Operator. **SERVICING:** Home and Auto Radios, Television Receivers, FM Radios, P.A. Systems. **IN RADIO PLANTS:** Design Assistant, Technician, Tester, Serviceman, Service Manager. **SHIP AND HARBOR RADIO:** Chief Operator, Radio-Telephone Operator. **GOVERNMENT RADIO:** Operator in Army, Navy, Marine Corps, Forestry-Service Dispatcher, Airways Radio Operator. **AVIATION RADIO:** Transmitter Technician, Receiver Technician, Airport Transmitter Operator. **TELEVISION:** Pick-up Operator, Television Technician, Remote Control Operator.



## Start Soon to Make \$10, \$15 a Week Extra Fixing Sets

My training is practical, complete, is backed by 40 years of success training men at home. My well-illustrated lessons give you basic principles you need and my skillfully developed kits of parts "bring to life" things you learn from the lessons. I start sending you special booklets that show you how to fix sets the day you enroll. Multitester you build with my parts helps you discover and correct set troubles, helps you make money fixing neighbors' sets in spare time while training. Many make \$10, \$15 a week extra this way.

## Mail Coupon — Find Out What Radio-Television Offer You

Act now to get more of the good things of life. I send actual lesson to prove NRI home training is practical, thorough. My 64-page book "How to be a Success in Radio-Television" shows what my graduates are doing and earning. It gives important facts about your opportunities in Radio-Television. Take NRI training for as little as \$5 a month. Many graduates make more than the total cost of my training in two weeks. Mail coupon now to: J. E. SMITH, President, Dept. 5802, National Radio Institute, Washington 9, D. C. Our 40th year.

**AVAILABLE to all qualified VETERANS UNDER G.I. BILLS**

## Good for Both — FREE

MR. J. E. SMITH, President, Dept. 5802  
National Radio Institute, Washington 9, D. C.  
Mail me Sample Lesson and 64-page Book, FREE.  
(No salesman will call. Please write plainly.)

Name \_\_\_\_\_ Age \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**VETS** write in date of discharge \_\_\_\_\_

The ABC's of **SERVICING**

How to Be a **Success in RADIO-TELEVISION**

**Mail Today-Tested Way to Better Pay**



# Check the Kind of Body YOU Want!

**RIGHT IN THE  
COUPON BELOW**

**...and I'll Prove How EASILY You Can Have It!**

*Charles  
Atlas*

Awarded the  
title of "The  
World's Most  
Perfectly De-  
veloped Man."



**SILVER CUP  
GIVEN AWAY**

12" High! Given  
to pupil making  
greatest physical  
improvement in the  
next 2 months.

**J**UST tell me where you want it—  
and I'll add **SOLID INCHES** of  
powerful new muscle **SO FAST** your  
friends will grow bug-eyed with  
wonder!

Do you want me to broaden your  
shoulders—put trip-hammer power in  
both your arms—make your  
legs two pillars of strength?  
Then just check what you  
want below. I'll prove you  
can get it in just 15 minutes  
a day—in your own home  
—or it won't cost you a  
penny!

I don't care if you are  
15 or 50 years old—or  
how ashamed of your  
present physical con-  
dition you may be, I  
can give you a "barrel  
chest" and a vise-like  
grip. I can shoot new strength  
into your old backbone, exercise  
those inner organs — help you  
cramp your body so full of pep,  
vigor and red-blooded vitality  
that you won't feel there's even  
"standing room" left for  
weakness and that lazy  
feeling. I'll wake up

your  
tired  
sleeping  
energy of  
yours and  
make it  
hum like  
a high-  
powered

dynamo! You'll feel and look differ-  
ent. Man, you'll begin to LIVE!

## WHAT'S MY SECRET?

"**DYNAMIC TENSION**"! That's  
the ticket! The identical natural  
method that I myself developed to  
change my body from the scrawny  
skinny chested weakling I was at 17

to my present superman physique! Thou-  
sands of other fellows are becoming mar-  
velous physical specimens—my way. I give  
you no gadgets or contraptions to fool with.

When you have learned to develop  
your strength through "**Dynamic Tension**"  
you can laugh at the artificial muscle-  
makers. You simply utilize the **DOR-  
MANT** muscle-power in your own God-  
given body—watch it increase  
and multiply double-quick into  
real solid **LIVE MUSCLE**.

## ARE YOU

Skinny, Weak and  
run down?  
Always tired?  
Nervous?  
Lacking in con-  
fidence?  
Constipated?  
Suffering from bad  
breath?  
Fat and flabby?  
Do you want to lose  
or gain weight?  
**WHAT TO DO  
ABOUT IT** is told  
in my **FREE BOOK**

My method—"Dynamic Ten-  
sion" will turn the trick for  
you. No theory—so easy! Spend  
only 15 minutes a day in your  
own home. From the very  
start you'll be using my meth-  
od of "**Dynamic Tension**" al-  
most unconsciously every min-  
ute of the day—walking, bend-  
ing over, etc.—to **BUILD THE  
MUSCLE** and **VITALITY**  
you want. And you'll be using  
the method which many great  
athletes use for keeping in con-

dition—prize fighters, wrestlers, baseball  
and football players, etc.

**FREE**

Illustrated 32-  
Page Book. Just  
Mail the Coupon.

**SEND NOW** for my famous book,  
"Everlasting Health and Strength." (Over  
3½ MILLION fellows have sent for it  
already.) It contains 32 pages, packed  
from cover to cover with actual photo-  
graphs and valuable advice. Shows what  
"**Dynamic Tension**" has done for others,  
answers many vital questions. Page by  
page it shows what I can do for YOU.

This book is a real prize for any fel-  
low who wants better build. Yet I'll  
send you a copy absolutely **FREE**. Just  
glancing through it  
may mean the turning  
point in your whole  
life! Check the infor-  
mation you want (in  
the coupon below) and  
rush it to me person-  
ally. **CHARLES ATLAS**,  
Dept. 164 N, 115 East  
23rd St., N. Y. 10, N. Y.



## Here's The Kind of Results I Get:

"I gained 11 lbs.  
and 4¼ inches on  
my chest, 3 inches  
on my arms. I am  
never consti-  
pated."

—Henry Neveu, Canada

"I gained 34 lbs.  
and increased my  
chest 6 inches!"

—Stanley Lynn, Calif.  
"What a difference!  
Have put 3½  
inches on my chest  
(normal) and 2½  
inches expanded."

—F. J., New York

"Gained 29 lbs.  
When I started

your course I  
weighed only 141.  
Now I weigh 170."

—T. K., New York

"The benefits are  
wonderful. The first  
week my arm in-  
creased one inch.  
my chest two  
inches."

—E. M., Conn.

"You changed me  
from a weakling  
to a real he-man.  
My chest has gone  
up 6 inches. I am  
a solid mass of  
muscle."

—J. W., Montana

**CHARLES ATLAS, DEPT. 164 N,**  
115 East 23rd St., New York 10, N. Y.

*Dear Charles Atlas: Here's the Kind of  
Body I Want:*

(Check as many as you like)

- ☐ More Weight—Solid—in The Right Places
- ☐ Broader Chest and Shoulders
- ☐ More Powerful Arms and Grip
- ☐ Slimmer Waist and Hips
- ☐ More Powerful Leg Muscles
- ☐ Better Sleep, More Energy

Send me absolutely **FREE** a copy of your  
famous book "**Everlasting Health and  
Strength**"—32 pages, crammed with pho-  
tographs, answers to vital health ques-  
tions, and valuable advice. I understand  
this book is mine to keep and sending for  
it does not obligate me in any way.

Name \_\_\_\_\_ Age \_\_\_\_\_  
(Please print or write plainly)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

☐ If under 14 years of age check for Booklet A.